

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1937 will be  
Marigold Year

## //MIRACLE MARIGOLDS//

**Sunset Giants** The most amazing new marigold of the century. Immense flowers, 5 to 7 inches, with a definitely sweet fragrance, long stems. Fine for cutting. Very showy in garden. Imagine Marigolds as large as Dahlia-flowered Zinnias, in mixture of colors—orange, golden orange, shades of yellow, and a new shade of primrose. **Pkt. 25c.**

### **Mexican Double**

#### **Orange**

A distinct novelty type, semi-dwarf. Plants loaded with large flowers of bright orange. **Pkt. 20c.**

### **Crown of Gold**

A new type of Marigold "Collarette." The 2½ inch flowers are sweet scented, foliage odorless. Plants 2 feet high covered with flowers on good stems. **Pkt. 25c.** (See illustration below.)



*New!*

**COLLARETTE MARIGOLD  
CROWN OF GOLD**



*Marigold Sunset Giants (Sweet Scented)*

### **Dixie Sunshine**

"From the land of Dixie." The 2½ inch ball-shaped flowers, fully double, are composed of many tiny five-petaled florets, daintily fringed in effect. Color brilliant golden yellow. Free flowering. See next page for illustration. **Pkt. 20c.**

### **Golden Eagle**

A new color in the carnation-flowered type. **Pkt. 25c.**

### **Chrysanthemum-Flowered**

#### **Hybrids**

A wide range of fascinating types and colors. **Pkt. 25c.**

### **Harmony**

Scabiosa-like flowers of rich orange with wide maroon guard petals. Indeed harmonious and charming. **Pkt. 15c.**

### **Guinea Gold**

Brilliant golden orange, carnation-flowered. **Pkt. 10c.**

FOR ADDITIONAL DESCRIPTIONS, ALSO  
OTHER MARIGOLDS, SEE PAGES 1 AND 2

## **SPECIAL \$1.00 MARIGOLD COLLECTION**

### **1 Pkt. each**

of above 8 "Miracle Marigolds" as follows:

Sunset Giants	Golden Eagle
Crown of Gold	Harmony
Dixie Sunshine	Guinea Gold
Mexican Double Orange	
Chrysanthemum-Flowered Hybrids	

8 PACKETS IN ALL.

\$1.65 VALUE, POSTPAID FOR....

**\$1.00**

**LONG'S**

1937 SPRING GARDEN BOOK  
*The* **J.D. Long Seed Co.**  
BOULDER, COLORADO



# Sweet Scented DOUBLE NASTURTiums

**Scarlet Gleam** Immense blossoms of fiery orange scarlet. Plants semi-dwarf. Long wiry stems bear the many flowers well above the lush green foliage. **Pkt. 10c, oz. 20c.**

**Golden Gleam** The original sweet scented double Nasturtium. Very free blooming. Plant nearly covered with golden blossoms. **Pkt. 10c, oz. 20c.**

**Orange Gleam** The deep glowing golden orange is a new color in the Nasturtium family. Showy in garden and lovely for cutting. **Pkt. 20c, oz. 60c.**

**Golden Globe** A vivid golden yellow, like the color of Golden Gleam, but the plants are more dwarf and compact, bearing great quantities of semi-double sweet scented flowers throughout the season. Good for dwarf edging plants and for rockery as well as in beds. **Pkt. 15c, oz. 35c.**

**Double Gem Mixture** Dwarf, compact plants totally without runners, that hold their compact form under all weather conditions. The sweet-scented, semi-double flowers are of good size, and gaily cover the little plants in color range including shades of yellow, orange, scarlet, crimson, salmon, cream, maroon. **Pkt. 15c, oz. 45c.**

*Below—Marigold “Dixie Sunshine”*



*Scarlet Gleam Nasturtium*

**Double Gleam Hybrids** A grand and glorious mixture of colors never dreamed of before in Nasturtiums—glorious flowers of salmon, golden yellow, orange, scarlet, cerise, orange, crimson and gold flushed scarlet, combine with the foliage of fresh green. The plants are semi-dwarf. **Pkt. 10c, oz. 20c.**

For the “Good Old-fashioned Nasturtiums” refer to index. Note the new reduced prices.

## SPECIAL NASTURTium COLLECTION

**1 Pkt. each** of the above six kinds as follows:

Scarlet Gleam	Golden Globe
Golden Gleam	Double Gem Mixture
Orange Gleam	Double Gleam Hybrids

6 Packets in all, 80c value, post-paid for..... **50c**

**1 OZ. EACH KIND FOR \$1.25.**

## MARIGOLD “Dixie Sunshine”

The lovely golden flower is actually a head of tiny-petaled flowers, a lacinated effect, as illustrated in full colors on the left. Sturdy plants with masses of bright flowers on fine stems for cutting. **Pkt. 20c.**

“Dixie Sunshine” is included in our Special \$1.00 Marigold Collection on First Cover Page. A one dollar bill will bring you Dixie Sunshine and seven other “Miracle Marigolds.”





## Carnation-Flowered Marigold "Golden Eagle"

One of the Outstanding New Marigolds for 1937. Gold Medal Winner.

Closely related to the popular variety Guinea Gold, Golden Eagle has the same habit, height and form of flower; but the color is a delightful shade of luminous gold, pleasing and distinctive. The plants come 100% double and the usual Marigold odor is practically lacking. It is early flowering. Pkt. 25c;  $\frac{1}{8}$  oz. 80c;  $\frac{1}{4}$  oz. \$1.50

### Meandering Marigold Musings

Such marvelous improvements have been made among the various types of Marigolds by expert hybridizers that the results are almost unbelievable.

**Flower lovers the world over** are justified in having gone "Marigold mad."

**Personally**, I'm not so keen about "getting shed of" the Marigold odor altogether. But that has been done, as one extreme, while with other new creations the Marigold odor of the foliage has been diluted, and the flowers made sweet scented.

**My unusual special \$1.00 Collection offer** enables you to plant and compare these latest Marigold creations at small cost.

**The "Sunset Giants"** strain tops them all for size, and takes no back seat for general points of excellence.

**"Dixie Sunshine"** is unique and pleasing. It is one of the latest to bloom. For early blooming, sow a few seeds indoors and transplant. Marigolds transplant very easily.

**A little Marigold seed goes a long ways.** Sow after ground warms up, thinly. Plants should be from 1 to 2 feet apart after final thinning or transplanting. The smaller kinds closer than the gigantic strains, such as "Sunset Giants."

**Ever notice how Marigolds** stand the early light frosts? They stay with you longer than most annuals. Calendulas and Delphiniums are also among those present to the last. Most Marigolds described as double show a per cent of semi-double and maybe a few singles. But the semi-double flowers are also very pleasing.



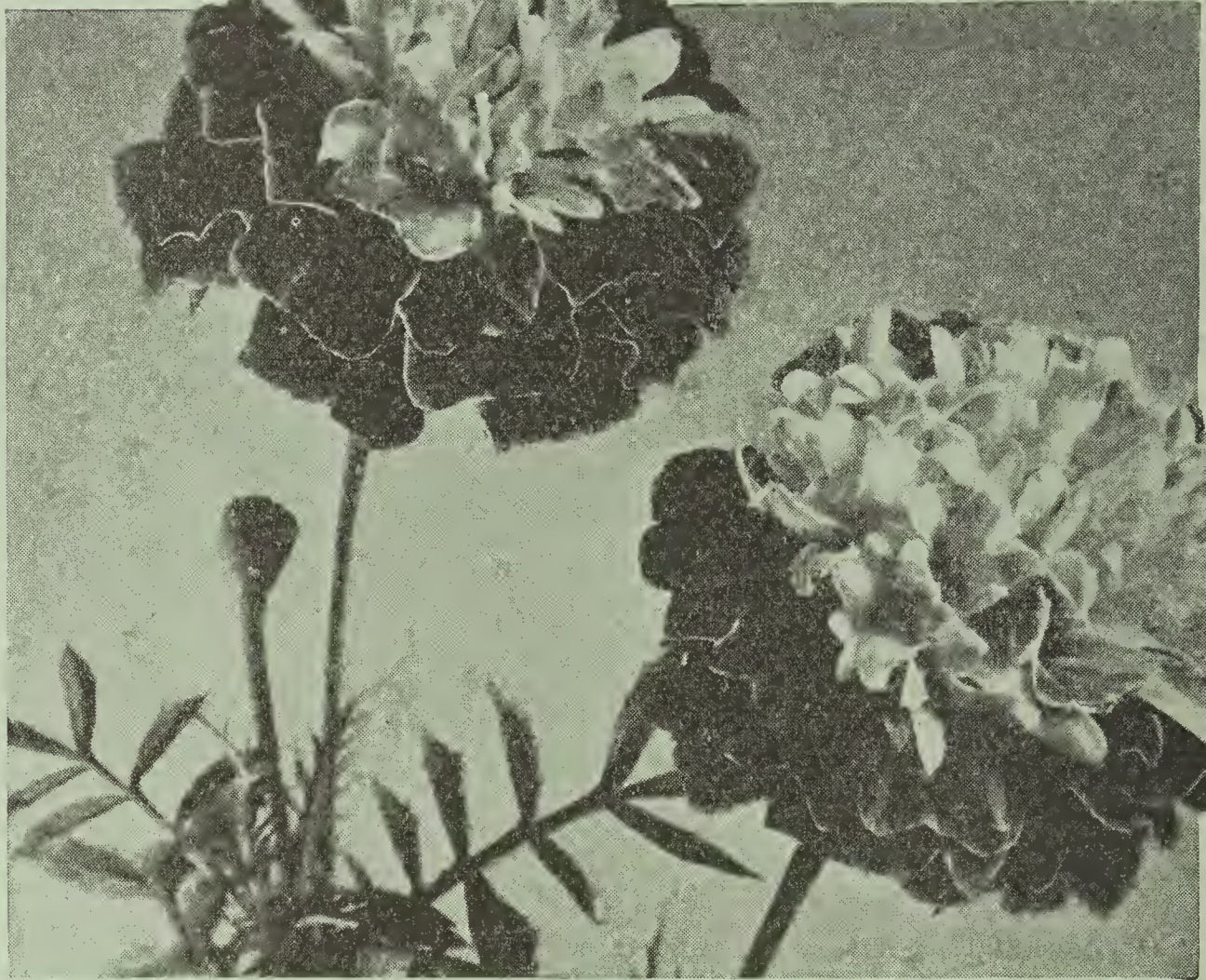
**\$1.00**

## Marigold Collection

"Harmony" is included in our Special \$1.00 Marigold Collection on First Cover Page. A one dollar bill will bring you Harmony and seven other "Miracle Marigolds."

**\$1.00**

**Prepaid**



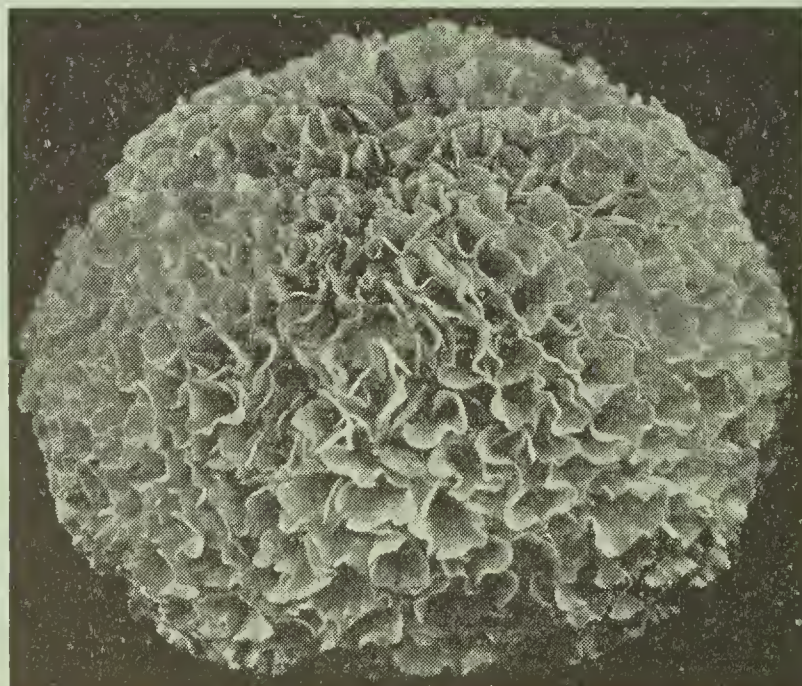
Marigold, Harmony

## Marigold "Harmony"

suggesting a Scabiosa. Bright golden-yellow, bordered rich maroon-red. Plants 12 inches high and very bushy. A most important, new introduction. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

"Delightfully different" in habit, shape and coloring of flowers, almost

### More Tall Marigolds



**TALL ORANGE PRINCE.** Deep golden orange. Immense blossoms. Pkt. 10c.

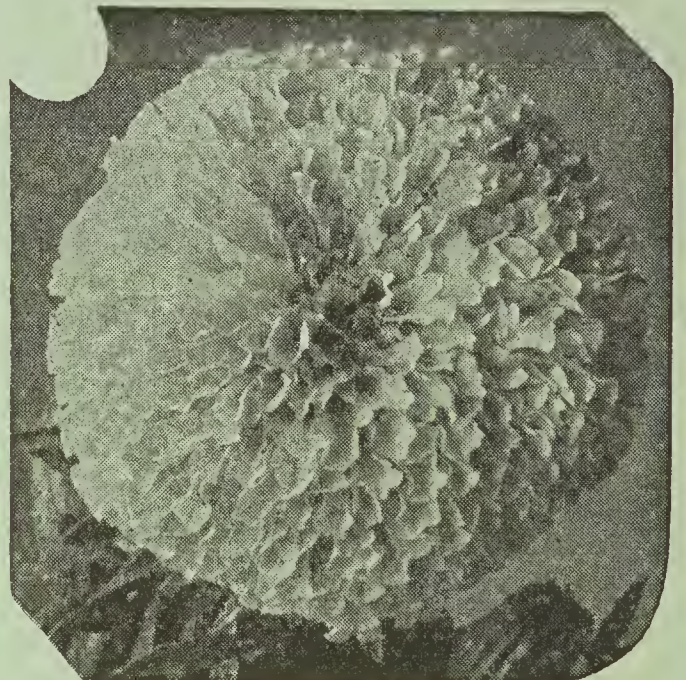
**TALL LEMON QUEEN.** Equal to Orange Prince but a soft lemon yellow. Pkt. 10c.

**TALL "ROYAL SCOT."** Mahogany and gold in symmetrical stripe. Pkt. 10c.

**TALL "YELLOW SUPREME."** Creamy yellow, carnation-flowered. Pkt. 10c.

**TALL DOUBLE MIXED.** Splendid mixture of pleasing types and many shades of color. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

### More Dwarf Marigolds



**NEW MEXICAN DOUBLE DWARF ORANGE MARIGOLD.** This variety is very outstanding among all new strains under observation. It is unlike any other Marigold now known, semi-dwarf in habit, freely branched, and heavily laden with quantities of its unique semi-tubular petaled flowers of bright orange. It comes to us from Mexico, the original home of all our garden Marigolds, where many beautiful flowers, especially of Brilliant colors, have originated. (Note illustration above.) Pkt. 20c; ¼ oz. 50c.

**LEGION OF HONOR. (Little Brownie.)** Golden-yellow, with large spot of crimson at base of each petal. Pkt. 10c; ½ oz. 25c; oz. 40c.



# Pansies

*LONG'S*

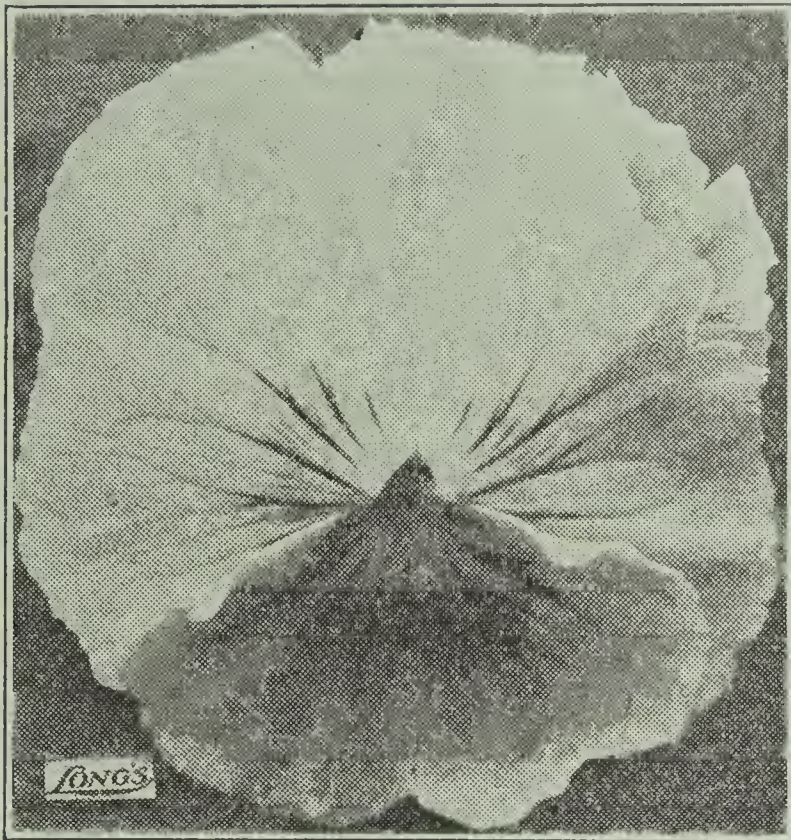
## Super-Giant Mixture

If you buy just one packet I'd suggest my SUPER-GIANTS, MIX, because it contains so many of the finest varieties—all in the one mixture.

Pkt. 25c; 5 pkts., \$1.00; ¼ oz. \$2.00; ½ oz. \$3.50; oz. \$6.00.

## Maple Leaf Giants Mixed

Leaves and blooms both extra large, of heavy substance. Unusual colors. Pkt. 25c.



## Mile-High Monsters Mixed

Very special strain developed here in Colorado at an altitude of a mile above sea level. Size, form, colors very outstanding. Pkt. (125 seeds) 30c; ⅛ oz. \$1.50; ¼ oz. \$2.50.

## Large Flowering P2. Mixed.

Pkt. 10c.

## Jet Black P4. Medium size.

Pkt. 10c.

## White P5. Large.

Pkt. 10c.

## Mad. Perret P7. Rose.

Pkt. 10c.

## Giant Masterpiece P8. Many petals curled; mostly dark, velvety shades. Pkt. 10c.

## Giant Bugnot P9. Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.

## President Carnot P10. White with violet blotches. Pkt. 10c.

## Swiss Giant Mixed P14. Flowers of large size, great substance, novel color combinations. Plants robust. Pkt. 15c.

## Swiss Blue P15. LAKE OF THUN. A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt. 15c.

## Swiss Cardinal P16. ALPENGLOW. Another outstanding and very rare color in pansies. Pkt. 15c.

## Swiss Yellow P16½. RHINEGOLD. Lovely golden yellow with brown blotches on the three lower petals. Pkt. 15c.

## Triumph of the Giants P18. The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

## Adonis P19. LIGHT BLUE. Light blue with lighter margin. Good size. Pkt. 10c.

## Ruffled Giants P17. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

## Prince Henry P20. DARKEST BLUE. Rich deep blue. Large. Wonderful. Pkt. 10c.

# Pansies

## Oregon Giants

Immense blooms of very heavy texture in wonderful shades and coloring.

Plants robust, stems long and strong, so that when cut, with some of the foliage, a few blooms arranged in a bowl make a gorgeous display.

Our seed grown by the originator. Commercial pkt. (about 600 seeds) \$1.00; smaller pkt. (125 seeds) 30c.

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Any 10c Packets: 3 for 25c; 5 for 40c.  
Any 15c Packets: 2 for 25c; 5 for 60c.  
Any 20c Packets: 2 for 35c; 5 for 75c.  
Any 25c Packets: 2 for 45c; 5 for \$1.00.  
Any 30c Packets: 2 for 55c; 4 for \$1.00.

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## Outdoor Pansy Plants

Grown from my **SUPER-GIANT MIXED** seed. **Mixed colors only.** If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

**PLEASE NOTE THAT THESE PLANTS ARE NOT GROWN UNDER GLASS.** They have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field. This insures good, strong, fibrous roots.

**IT'S THE ROOTS THAT COUNT.** Tops develop fast in your garden if roots are strong.

## 100 Plants \$2.00, Prepaid

This special price is for what I call the **TRANSPLANTING SIZE**. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. **But all come into bloom very soon** after planted in your garden. Buy **TRANSPLANTING SIZE**. More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00. (Ready about April 1st.)

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**My supply of Pansy Plants is small this season, and will be shipped only as far as 5TH ZONE—Not east of Chicago or south of Memphis, Tenn.**

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Pansy seed may be sown right out in the open garden any time in early spring as soon as you begin your first gardening. The plants will bloom from early July until hard-freezing weather. Just mere frosts will not stop a pansy bed from blooming. Here at Boulder we often pick pansy blossoms every month in the year, though sometimes may skip December or January, or both. The point is, that pansies are cool weather plants and don't need to be coddled and fussed with a great deal.



# ZINNIAS

All Zinnias on these two pages at same packet prices:  
One Pkt. 10c  
3 Pkts. 25c  
4 or more Pkts.  
at 8c each.

(Except kinds priced otherwise on page 65)

For ounce prices see page 5.

You pick them out yourself.

For More Zinnias  
See Page 65



Dahlia-Flowered Zinnia

## Improved Lilliput, Pompon or Baby Zinnias



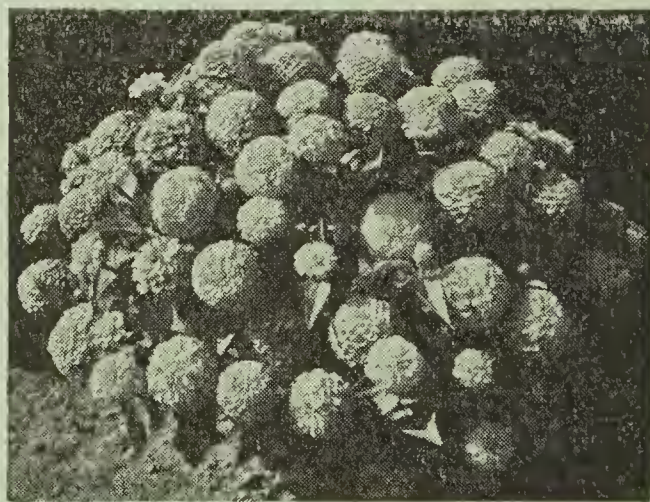
These are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical on strong-stemmed plants.

Canary Yellow. Z40. Fine for cutting.  
Red Riding Hood. Z41. Bright scarlet.  
Salmon-Rose. Z42. Loveliest of Lilliputs.  
Rosebud. Z43. (New) Bodger's rose-pink.  
White Gem. Z44. Best white Lilliput.  
Mixed Lilliputs. Z45. Above, mixed.

## Dahlia-Flowered Zinnias

Canary Bird. Z1. Immense primrose.  
Crimson Monarch. Z2. Gigantic, largest red.  
Dream. Z3. A fine deep lavender, turning purple.  
Exquisite. Z4. Light rose, center a deeper rose.  
Immense.  
Golden State. Z5. Rich orange-yellow.  
Lemon Beauty. Z6. Immense golden-yellow on brown.  
Polar Bear. Z7. Pure white. Very large.  
Purple Prince. Z8. Rhodanthe purple, large, well formed.  
Scarlet Flame. Z9. Large, bright scarlet, orange blending.  
Dahlia-Flowered Mixed. Z10. Above, mixed.

## Tom Thumb Zinnias



Plants 4 to 6 inches high, compact, covered with well-formed flowers of the Lilliput type. Excellent for small beds, borders, and also for pots. Many pleasing colors, mixed. Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 75c; oz. \$1.20.





Mammoth Zinnia (California Giants)

All Sizes  
From  
Mastodon  
to  
Miniature

All Zinnias on  
these two  
pages at same  
packet prices:  
One Pkt. 10c  
3 Pkts. 25c  
4 or more Pkts.  
at 8c each.

(Except kinds  
priced otherwise  
on page 65)

Ounce prices,  
note below.

**ZINNIA NOTES:**  
Dahlia-Flowered  
and Giants of Cal-  
ifornia are both  
IMMENSE. Some-  
thing alike, but  
different. G. of C.  
the taller. Tom  
Thumb smaller  
than Lilliput.

*LONG'S* Mammoth Zinnias

(Also called California Giants)

- Brightness.** Z20. Bright pink, lovely.  
**Lavender Gem.** Z21. Deep lavender.  
**Orange Queen.** Z22. Rich golden orange.  
**Purity.** Z23. Best and biggest white.  
**Salmon Queen.** Z24. Salmon-rose. Unusual.  
**Scarlet Glow.** Z25. Glowing deep scarlet.  
**Violet Queen.** Z26. Deep purple.  
**Mammoth Mixed.** Z27. Above colors, mixed.

Mastodon Mixed Zinnias

**"All-in-One."** Z30. Mixture of my gigantic Dahlia-Flowered and Mammoth in giant size and rare colors. Marvelous mixture. **Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.**

Early Wonder Zinnia "Gypsy"

**Z50.** Exceedingly EARLY, double, long stems. Color fiery salmon cerise-pink. (See page 65.)

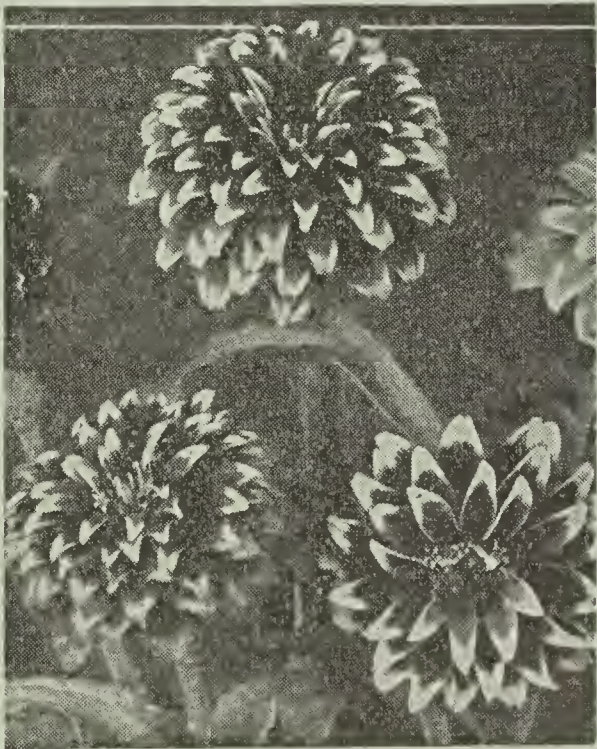
New Zinnia "Fantasy" (See Page 65)

Scabiosa-Flowered Zinnias (See Page 65)

Zinnia Prices By Weight

	¼ oz.	½ oz.	1 oz.
Dahlia-Flowered .....	\$0.30	\$0.50	\$0.90
Mammoth .....	.30	.50	.90
Mastodon Mixed.....	.25	.40	.75
Lilliput .....	.25	.40	.75
Early Wonder "Gypsy" (page 65)	.40	.70	1.25
"Tom Thumb" (page 65).....	.40	.75	1.20
"Fantasy" (page 65).....	.60	1.00	1.80
Scabiosa-Flowered .....	.70	1.25	2.00
Mexicana .....	.35	.60	1.00
Lilliput Pastel Shades (page 65) ..	.35	.60	1.00

Mexicana Zinnias



Delightful small double and semi-double flowers, mixed colors from yellow to mahogany-red, many being two-toned. Plants about 9 inches tall. Very free flowering. Altogether different from other Zinnias.

Fine for bedding and for bouquets in small vases and bowls. **Pkt. 10c; ¼ oz. 35c.**



# CALIFORNIA POPPIES

(*Eschscholtzia*)

**Salmon Beauty** Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 15c; ¼ oz. 50c.

**Copper Bowl** Bronzy-red, overlaid terracotta. Form and color suggests the name. Pkt. 10c; ¼ oz. 35c.

**Crocea** Rich orange, same as the well known single Calif. State Flower, but double. Lovely. Pkt. 10c; ¼ oz. 35c.

**Geisha** Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; ¼ oz. 35c.

**Vesuvius** Rich, glowing, striking red. Very outstanding and attractive. Pkt. 10c; ¼ oz. 35c.

**Golden West** Orange. California State Flower. Single. Pkt. 10c; ½ oz. 30c.

**Ramona Hybrids** Lovely mixture of Ramona type; various new colors. Mixed. Pkt. 15c.

## California Poppy Collection

One packet each of the above 6 California Poppies and Ramona Hybrids.

VALUE 80c, POST-PAID FOR..... **55c**



California Poppy "Salmon Beauty"

**Long's Brilliant Mixture** Best kinds and colors of California Poppies. Pkt. 5c; ½ oz. 25c.

**Persian Rug Mixture** California Poppies. These colors in bloom red, chrome, pink, copper-red, claret, purple—suggest a beautiful Persian rug. Pkt. 10c; ¼ oz. 35c; ½ oz. 60c.

California Poppies bloom the first year from seed sown right outdoors, even sown as late as June, and are among the last to pay any attention to Jack Frost. Be sure to thin them to six inches apart.



Columbine

## Rocky Mountain Columbine

The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Thrives in any state except in extreme south. Does best in partial shade. Plant early. Starts growth early in spring.

**ROCKY MT. COLUMBINE SEED.** Pkt. 10c; ¼ oz. 35c; ½ oz. 60c; oz. \$1.00.

**ROCKY MT. COLUMBINE PLANTS.** Small one-year seedlings. Good size for transplanting. 3 for 50c; 8 for \$1.00; 18 for \$2.00, prepaid.

## Columbines "Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

**"RAINBOW BLEND" SEED.** Pkt. 25c; ¼ oz. 50c; ½ oz. 80c; oz. \$1.50.

**"RAINBOW BLEND" ROOTS.** Small year old seedlings, mixed colors only. Plant early. 4 for 50c; 9 for \$1.00; 20 for \$2.00, prepaid.



# New Iceland Poppies (Nudicaule) (Hardy Perennial)

While Iceland Poppies are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

They are of graceful neat habit with bright green fern-like foliage, formed in tufts from which issue slender stalks about 15 inches high, bearing their brilliant flowers in endless profusion. Most useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season. They remain evergreen throughout the winter, coming into bloom early the following spring.

Iceland Poppies are valuable in a hardy border or in a permanent rock garden.



Poppy, Yellow Wonder—Extra large flowers, extra long stems.

## Iceland Poppy "Yellow Wonder"

### Introducer's Description

Burpee's Yellow Wonder Iceland Poppy is longer stemmed, larger flowered and more vigorous growing than any Iceland Poppy we have ever seen.

The showy, cup-shaped flowers grow about 4 inches across, are rich lemon-yellow changing to bright buttercup-yellow with lighter centers—the clear yellow color is made especially vivid by the silky sheen of the broad, round petals.

Plants are strong growing and very free flowering; the foliage is rich bluish green and deeply lacinated. Yellow Wonder Poppy is most outstanding—the color is distinct and desirable, but the most attractive feature is the long, strong stems which grow about 2 feet high in ordinary good garden soil and even more in rich soil and under ideal climatic conditions. It is showy in the garden and lovely for cutting. Pkt. 25c.

**EL MONTE ICELAND POPPY.** Deep tangerine-orange, distinct in color from other lovely varieties. Pkt. 20c.

**NEW ZEALAND MAMMOTH STRAIN.** The grower, who developed this strain in New Zealand, says it is superior to the best he has tried from our country. A special mixture of pink, rose and pastel shades. Fine for cutting. Supply of seed limited. Pkt. 25c.

**SANDFORD'S GIANT STRAIN.** A new, giant strain with flowers of wonderful substance carried on strong stems 2 to 3 feet long. Many of the blooms measure 5 inches in diameter. The range of colors is particularly fine, including many lovely delicate shades and combinations of tints. Pkt. 20c; 1/8 oz. \$1.00

**SUNBEAMS. (Mixed.)** This is the result of a cross between the Shirley and Nudicaule types. Charming shades of orange, salmon, maize and other tints. Pkt. 20c; 1/8 oz. 50c.

**CHOICE MIXED.** A better than ordinary mixture, made up by myself from choice strains and colors. Pkt. 10c; 1/8 oz. 30c.

### Iceland Poppy Collection

El Monte  
Yellow Wonder  
Sanford's Giant Strain  
New Zealand Mammoth Strain  
Sunbeams, a Glorious Mixture  
ONE PKT. EACH (value \$1.10) for

**70c**



# Large and Lovely Wilt Resistant Asters



This Bloom Illustrates the Beauty and the Peony-Flowering Types of Asters

## IMPORTANT ANNOUNCEMENT

Nearly all varieties of Asters are now available in the special Wilt Resistant Strains.

These strains cost us more, but this season we make no extra charge for this superior seed.

Our seed is grown for us by the specialists who developed these Wilt Resistant Strains.

Since practically every variety listed on this page is Wilt Resistant, we no longer list the two strains.

You simply pay the price of the old strains that were subject to wilt and get the new Improved strains so far as they have been produced to date.

ALL ASTERS LISTED ON THIS PAGE

Per Packet **10c**  
See special offers below

**Boulderado Beauty** Form of flowers illustrated above. Plants vigorous, 30 to 36 inches tall. Flowers immense, fully double, borne on long, straight stems, last two weeks after cutting.

- |                           |                    |
|---------------------------|--------------------|
| <b>A20.</b> Shell Pink    | <b>A23.</b> Purple |
| <b>A21.</b> Rose Pink     | <b>A24.</b> White  |
| <b>A22.</b> Lavender      | <b>A26.</b> Mixed  |
| <b>A25.</b> Peach Blossom |                    |

**Early Royal Asters** A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- |                       |                      |
|-----------------------|----------------------|
| <b>A2.</b> White      | <b>A5.</b> Rose Pink |
| <b>A3.</b> Purple     | <b>A6.</b> Lavender  |
| <b>A4.</b> Shell Pink | <b>A7.</b> Mixed     |

**Crego Asters** Shaggy type, like Giants of California. Earlier but not so large.

- |                      |                        |
|----------------------|------------------------|
| <b>A8.</b> White     | <b>A10.</b> Shell Pink |
| <b>A9.</b> Rose Pink | <b>A12.</b> Lavender   |
| <b>A13.</b> Mixed    |                        |

**California Giants** Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Real Giants.

- |                       |                      |
|-----------------------|----------------------|
| <b>A30.</b> White     | <b>A32.</b> Lavender |
| <b>A31.</b> Rose Pink | <b>A33.</b> Purple   |
| <b>A36.</b> Mixed     |                      |

**Everlasting Aster** **A16.** Resembles pink Straw Flower. When dried retains color and shape.

**Sunshine** **A17.** Improved Giant California. Single, anemone-flowered. The new strain, mixed colors.

**Heart of France** **WR16.** Large, deep red, long stems.

**Special Aster Prices** **All Asters listed above**  
at: Pkt. 10c; 3 pkts. 25c; 4 or more pkts. at 8c each. You sort up whatever packets you wish at these prices.

**Bulk Aster Prices** **All above kinds**  
at: 1/8 oz. 30c; 1/4 oz. 50c; 1/2 oz. 80c.



## Los Angeles Super-Giant Pink Asters

(El Monte Aster is same size and type, but crimson.)

See opposite page.

There is an Aster wilt disease caused by a parasitic fungus. If this once gets into your soil it remains there indefinitely, causing ordinary strains to wilt and die. But the plants of wilt resistant strains will nearly all resist this disease.

This resistance is to wilt only, not to another disease known as Aster yellows, caused by leaf hoppers. No remedy for yellows except to grow the plants entirely protected with cheesecloth sides and cover.



# NEW AND NOTEWORTHY GIANT ASTERS

## Yellow Aster Golden Sheaf

**PRICES:** All Asters on this page: Pkt. 15c; 2 Pkts. 25c; 5 Pkts. 60c; 10 Pkts. \$1.20.

The "Yellowest Yellow" yet produced. None so deep yellow as we might wish, but here is the best yet. And it's a wilt resistant strain.

### Originator's description:

"We take pleasure in introducing Golden Sheaf, the deepest yellow aster yet offered, and the only one that is wilt resistant. The flowers are fully double, with an attractive crest-like center, of good substance and fine depth of petal. It has all the characteristics of the Aurora type of aster so popular now with florists. The flowers last well when cut, and are excellent shippers." Pkt. 15c;  $\frac{1}{8}$  oz. 50c.



## Two Super-Giant Asters

**Originator's Description:** This is the largest and most fully double Aster class known. The flowers are from 6 to 8 inches across, with full petaled, graceful, interlacing petals. Plants are about 2½ feet tall, with 6 or 8 long, non-lateral stems per plant.

**Los Angeles** The color is a lovely pure shell pink, the first of this new race of Asters, resembling in form the Giants of California, but larger and earlier. The flowers are deep and full centered. Pkt. 15c;  $\frac{1}{8}$  oz. 50c;  $\frac{1}{4}$  oz. 80c.

**El Monte** Similar to Los Angeles, but the color is deep glowing crimson. The flowers, extremely large and fluffy, are borne on heavy non-lateral basal branched stems. **El Monte** is early blooming for such a giant variety, coming in before the California Giant varieties, and remaining in flower for a long time. Pkt. 15c;  $\frac{1}{8}$  oz. 60c;  $\frac{1}{4}$  oz. \$1.00.

## Peony-Flowered Asters

### Giant Mammoth Strain

**Originator's Description.** A superb florist strain, with immense, fully double flowers resembling the Beauty type, borne on long, stout non-lateral stems. The compactly placed petals give substance and keeping qualities to the flowers. The plants are 2½ to 3 feet tall, blooming in season with the Giants of California. Pkt. 15c;  $\frac{1}{8}$  oz. 40c;  $\frac{1}{4}$  oz. 70c;  $\frac{1}{2}$  oz. \$1.20.

**AZURE FAIRY. A40.** Clear azure blue.  
**PURPLE ROBE. A42.** Deep rich purple.  
**ROSEBUD. A44.** Clear deep rose.  
**SWANSDOWN. A46.** Pure white. Lovely.  
**FINEST MIXED. A49.** Peony-Flowered.

**NOTE:** As offered above, any 15c packets of Asters, your own selection, alike or different, at 2 pkts 25c; 5 for 60c; 10 for \$1.20.

## EXTRA!

## More Packets for Your Money

## EXTRA!

Just before this catalogue went on the press we decided to make a clean sweep regarding quantity prices for all packets priced at 10 cents or more per packet.

Offer includes both flower and vegetable seeds.

### ALL 10c PACKETS

Any Three 10c Packets for 25c  
Four or More 10c Packets at 8c Each

### ALL 15c PACKETS

Any Two 15c Packets for 25c  
Three or More 15c Packets at 12c Each

### ALL 20c PACKETS

Any Two 20c Packets for 35c  
Three or More 20c Packets at 15c Each

### ALL 25c PACKETS

Any Two 25c Packets for 45c  
Three or More 25c Packets at 20c Each

**Note.** If any other offers, in Collections, etc., lower, the lower rates apply.

**Regarding 5c Packets:** We give such liberal measure in our 5c Pkts. that they average more than 5c values anyway. Therefore, no reduction on 5c Pkts.



# Delightful Delphiniums (Perennial)

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

It's fascinating to grow in masses of the various colors, all harmonizing, the way they come from mixed seed or plants I supply—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

Each season many splendid Delphinium bloom the first year, from seed sown right out in the garden in April.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

## *LONG'S* Special Mixture

Seed saved from my best stock or exhibition plants. Many types, colors and shades. Mixed colors only: Pkt. \$1.00 (small pkt. 50c); ¼ oz. \$2.50; oz. \$9.00.

## Wrexham or Hollyhock Type

Called also the "Hollyhock" type. Illustrated at right.

**WREXHAM** seed at 80c a pkt. (small pkt. 40c); ¼ oz. \$2.00; oz. \$7.00. (No Wrexham plants, except as they may happen to come in the mixed plants I offer.)

## Three Lovely Delphiniums

### **DELPHINIUM, BELLADONNA IMPROVED.**

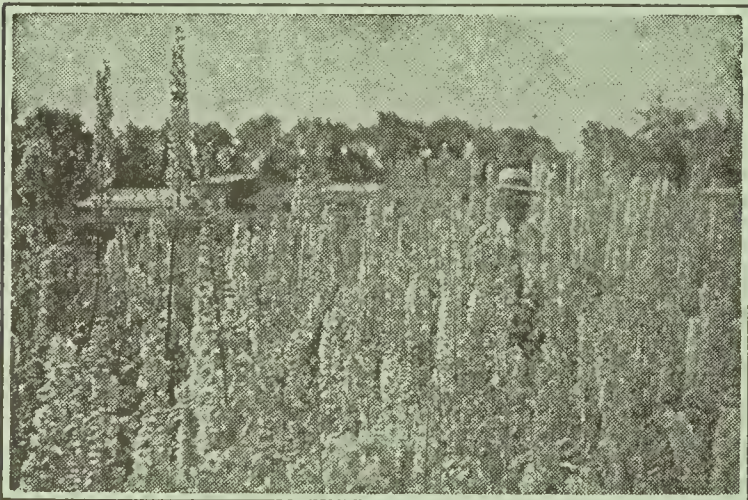
Turquoise-blue, single flowers. Florist's favorite for cutting. Pkt. 20c; ¼ oz. \$1.00.

### **DELPHINIUM, BELLAMOSUM IMPROVED.**

Similar to Belladonna but color of flowers intense rich deep blue. Another favorite for cutting. Pkt. 20c; ¼ oz. \$1.00.

### **NEW DELPHINIUM—"SUMMER CLOUD."**

You've been pining for a white Delphinium. Here it is. Runs to the Wrexham type, but varies. Large and fine. Pkt. 60c; ½ oz. \$1.10.



Some of My Delphiniums from Seed

## Delphinium Plants

From seed containing a liberal per cent of the fine new kinds. Field seedlings, many of which bloomed last year. Not large roots. I do not recommend moving large roots. Those I ship will thrive and bloom. 9 for \$1.00; 20 for \$2.00; 33 for \$3.00. All prepaid. (Mixed colors only.)



**NOTE:** Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening. But will thrive if shipped and planted later. If sent after growth well started, we cut the tops back before packing. New shoots start at once from crown of plant. But order and plant early if you can. Means better results the first season.

**PESTER THE PESTS.** Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.



# Tall Annual Double Giant Imperial Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts. Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of prize-winning Tall Double Annual Larkspurs. See illustration. Note the many spikes of blooms, all from one plant.

**BLUE SPIRE. L1.** Intense, deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt. 15c; ½ oz. 35c; oz. 60c.

**CARMINE KING. L2.** A very rich carmine on salmon. The best deep carmine-rose in this type. Pkt. 15c; ½ oz. 35c; oz. 60c.

**CORAL KING. L2½.** A new color in Larkspurs—blush pink suffused coral. Florets large and fully double. There is a magnificent length of Hollyhock-like flower spike, 24 to 28 inches long. True Giant Imperial type, branching from the base. Pkt. 25c; ¼ oz. 60c; ½ oz. \$1.00.

**EXQUISITE PINK IMPROVED. L3.** This is greatly improved over the former Exquisite Pink. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

**EXQUISITE ROSE IMPROVED. L4.** An improvement over the older variety, Exquisite Rose. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

**GLORIA. L5.** A lovely rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy those who want a deeper shade of rose than Exquisite Rose. It is a Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

**LILAC QUEEN. L6.** Rich lilac, shading to lavender-blue. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

**LOS ANGELES. L7.** Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

**ROSAMOND. L8.** New. Winner of Gold Medal. A pure bright rose that does not fade. The many spikes are covered with fully double flowers. Extra early. Pkt. 15c; ¼ oz. 40c; ½ oz. 70c.

**THE EMPRESS. L9.** Fine rose-pink, shaded salmon, true branching from the base. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

**WHITE KING. L9½.** Newest and finest of all white Larkspurs. The description of Coral King (above) fits White King except the color. White King is one of the earliest to bloom. Pkt. 25c; ¼ oz. 60c; ½ oz. \$1.00.

**WHITE SPIRE. L10.** Of the Exquisite Pink Improved type, but dazzling pure white. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

(Any two 15c packets above for 25c.)

(4 or more Larkspur pkts. at 12c each.)

(One packet each of the two new 25c varieties, Coral King and White King, for 40c.)

**SPECIAL LARKSPUR COLLECTION. F090.** One pkt. each of the above 12 rare Larkspurs (value \$2.00) for \$1.00, prepaid.

**LONG'S SPECIAL MIXTURE. L15.** Of Giant Imperial Larkspurs, containing all the best colors. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.



A typical plant of Carmine King. Note the long stems starting near the ground. Coral King and White King have the same good form.

## Make Several Thinnings

You will have stronger plants and better "luck" if you thin your plants partially when they are very small, then take out some more when you are sure of having plenty that are strong and sturdy. Later you may find so many plants doing well that still more could be spared. If plants are close together, hold the soil down around the roots of the plant that is to be left, while you pull out others around it. Thus you will not disturb the root and weaken, maybe kill, the plant that is left.



# What This Country Needs is a Good Five Cent Packet of SPENCER SWEET PEA SEED!

## Well Known Spencers

Your choice of any of these 16 well-known named varieties of true Spencer Sweet Peas at:

**Pkt. 5c**

OUNCE 20C.

### "Here They Are"

**BUTTERCUP. SP3.** Primrose.  
**COUNTESS SPENCER. SP6.** The original Spencer. Pink.  
**ELFRIDA PIERSON. SP9.** Shell pink, tinted salmon.  
**GEO. SHAWYER. SP10.** Giant salmon-rose.  
**HERCULES. SP13.** Rosy pink.  
**KING EDWARD. SP14.** Red.  
**KING WHITE. SP15.** White.  
**LORD NELSON. SP17.** Navy blue.  
**MRS. HITCHCOCK. SP16.** Light pink, flushed salmon on cream.  
**NUBIAN. SP23.** Deep maroon.  
**ORCHID. SP24.** Lavender.  
**ROSABELLE. SP27.** Light rose.  
**ROYAL PURPLE. SP28½.** Purple.  
**ROYAL SCOT. SP29.** True scarlet.  
**TANGERINE. SP30.** Orange.  
**YOUTH. SP35.** White, edged pink.  
**SPENCERS. Good Mixed. Pkt. 5c;**  
 oz. 20c; ¼ lb. 50c; ½ lb. 85c; 1b. \$1.50.



**And Look  
Who's Here!**

## New Sweet Pea

### "Shirley Temple"

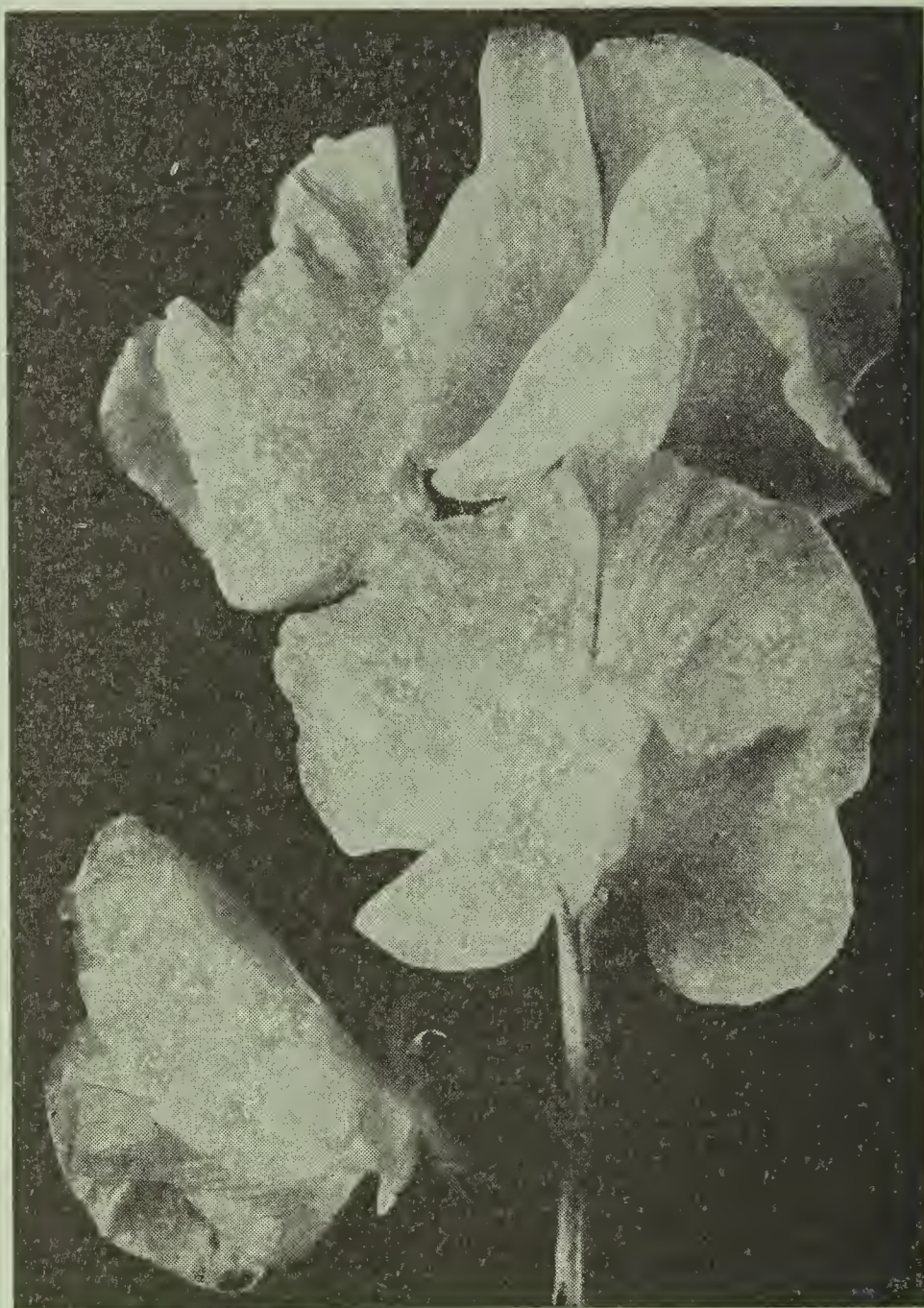
**Originator's Description.** "This Sweet Pea, which we consider the most beautiful we have ever originated, was obtained through a cross between Pinkie and Lady Gay. It has inherited the size and richness of color in Pinkie, plus the dainty frilled and fluted flowers of Lady Gay. The color is softer and more beautiful than Pinkie.

"The flowers are the largest we have ever seen on any Sweet Pea, and it has long stems with four very large blooms on each stem.

"This new Sweet Pea is so charming and dainty that it deserved the most appropriate name we could find. With the kind permission of Mr. and Mrs. Temple, it is named in honor of their daughter, the charming and lovely little cinema favorite, Shirley."

**PRICE:** Pkt. 15c; ½ oz. 35c; oz. 60c.

**NOTE:** 30 seeds of Shirley Temple is included in our "Lovely 'Leven" Collection.



## "Lovely 'Leven" Spencers

'Leven Packets Lovely Spencers, 75c.

From my best Spencers, priced at 10 cents a packet, I'm going to select eleven that will cover a wide range of most pleasing colors and types (including some of the Giant Ruffled kinds), and for "good measure" throw in 30 seeds of the super-lovely Shirley Temple. All for 75 cents, prepaid.

Just say, "Lovely 'Leven, for 75c."

Larger lot "Lovely 'Leven." For \$1.60 I'll send you a half ounce each of these 'leven Spencers, my selection, with 50 Seeds Shirley Temple extra, for good luck.

## "33-in-1" Spencer Mixture

**SP41.** You might not get all 33 kinds in a 10-cent packet—but they are all in this mixture. Pkt. 10c; oz. 25c; 2 oz. 45c; ¼ lb. 75c; ½ lb. \$1.40; 1b. \$2.50.

**CUPID SWEET PEAS. Mixed. Pkt. 5c; oz. 20c.**

**PERENNIAL PEAS (Lathyrus Latifolius).**  
**SP60** White. **SP61** Pink. **SP62** Red. **SP63** mixed. Pkt. 10c; any color or mixed.

**From Nebraska:** "I used Long's seeds exclusively in my garden this year. The other day my husband remarked, "By Golly, that's the prettiest garden we ever had."—Mrs. D. E.



# Giant Flowered Spencer Sweet Peas

Large blossoms, often four, on long stems. Edges of blossoms usually waved or frilled.

PRICES FOR ALL Sweet Peas on this page:

## Pkt. 10c

3 Pkts. 25c; 4 Pkts. or more @ 8c Pkt. (Pkts. may be alike or assorted, your selection.)

## Ounce 30c

2 Oz. 50c; 5 Oz. \$1.00. Ounces may be alike or assorted, your own selection.

**AUSTIN FREDERICK. SP0.** The best lavender.

**BONNY BRIAR. SP1½.** A sparkling rose-pink of immense size.

**CONSTANCE HINTON. SP5.** Exhibition White Spencer. Black seeds.

**DEFIANCE. SP8.** Very large orange-scarlet, absolutely sunproof; often four large blooms.

**HAWLMARK PINK. SP11.** Rich, bright, rose-pink, flushed salmon.

**HEAVENLY BLUE. SP11½.** Brilliant delphinium-blue.

**HEBE. SP12.** Very large, rich pink.

**LADY MACBETH. SP12½.** Dazzling Spinel Red with golden-salmon shadings.

**MARY PICKFORD. SP19.** Cream-pink, suffused salmon.

**MARGARET ATLEE. SP20.** (Improved.) Large salmon-pink.

**MISS CALIFORNIA. SP26.** Salmon cream-pink.

**PINKIE. SP27½.** Rich rose-pink.

**REDBOY. SP28.** Rich crimson.

**THE CARDINAL. SP31.** Scarlet.

**WHAT JOY. SP32.** A new primrose.

**WINNIE MORSE. SP34.** Cream, flushed rose-pink. Frilled.

**FLUFFY RUFFLES. SP91.** Dainty cream-pink. Lovely four-flowered sprays with blooms wonderfully frilled and ruffled.

**LADY RUFFLES. SP92.** Exquisite soft pink on white ground. Received Scottish National Sweet Pea Society Gold Medal.

**RUFFLED BEAUTY. SP93.** Cream-pink with a sheen of bright lilac that gives an unusually charming effect of silvery pink on amber.

**RUFFLED CARMINE. SP94.** A bright lovely carmine-rose. Wonderfully frilled and ruffled. Long stems.

**RUFFLED ORCHID. SP95.** Lavender-rose with pastel-mauve sheen.

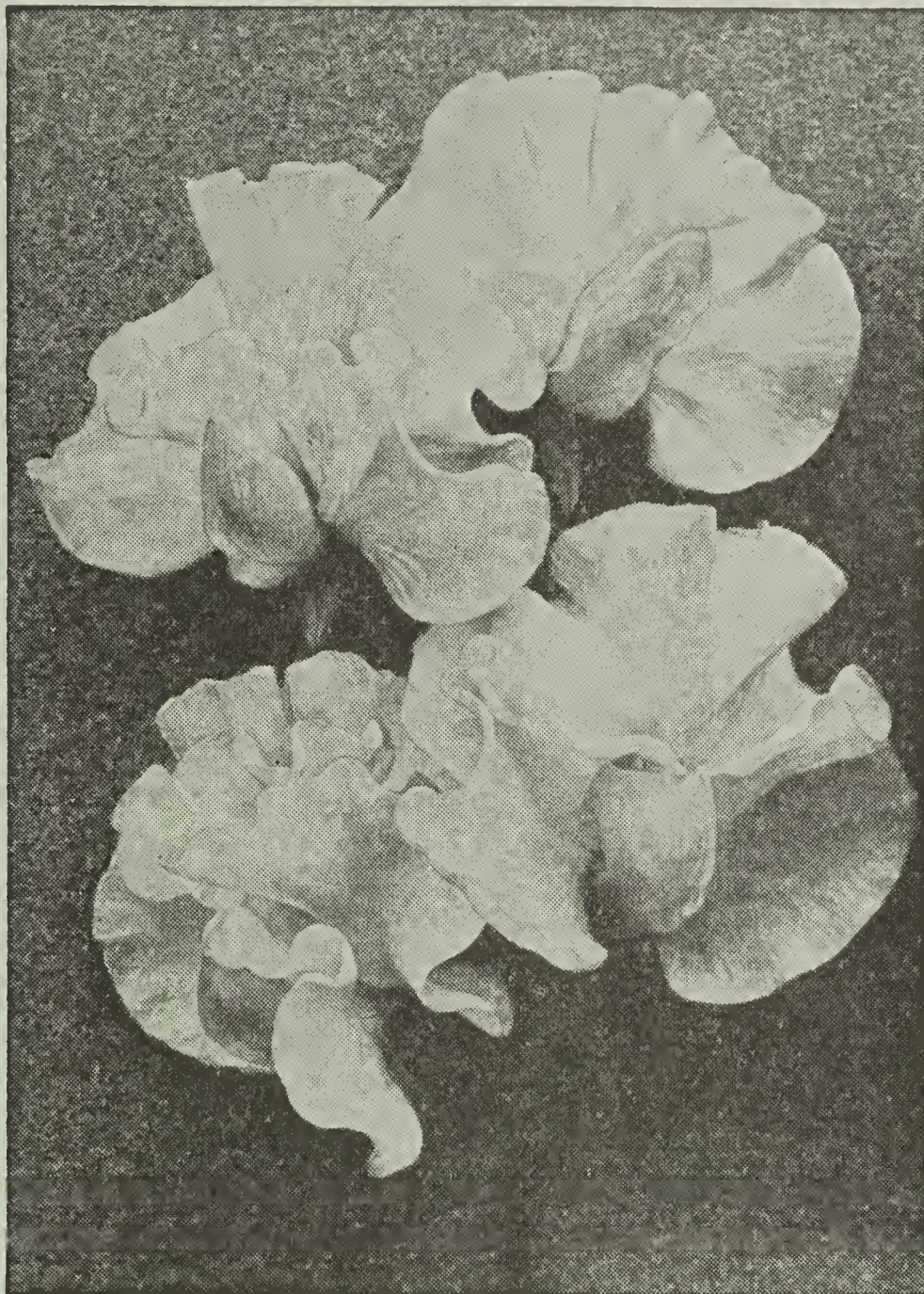
**RUFFLED PRIMROSE. SP96.** The new ruffled black-seeded cream or primrose of unrivaled superiority.

**RUFFLED ROSE. SP97.** Perfectly exquisite is this variety, with its ruffled blooms and its soft, rich rose color.

**RUFFLED WHITE. SP98.** A wonderful new ruffled white-seeded white mostly with duplex and triplex standards. Often bears five blooms to stem.

**RUFFLED COLLECTION.** One Pkt. each Nos. 91 to 98 (value 80c) for 60c, prepaid.

**GIANT RUFFLED MIXED. SP100.** Many colors, with extra frilled duplexed blooms. Pkt. 10c; oz. 30c; ¼ lb. 80c.



New Ruffled White Spencer

## "Early Bird" Spencers

These "Early Bird" Spencers bloom much earlier than you have been used to looking for first sweet pea blossoms. They not only start early, but continue to bloom a long time. Large blossoms.

**AMETHYST. SP80.** Rich royal purple.

**AVIATOR. SP82.** Dazzling crimson-scarlet.

**GLITTERS. SP83.** Combination of bright fiery orange and deep orange.

**LAVENDER KING. SP84.** Lovely true lavender throughout.

**LADY GAY. SP85.** Soft shrimp pink.

**SNOWSTORM. SP88.** (Improved). The largest and finest extra early White Spencer.

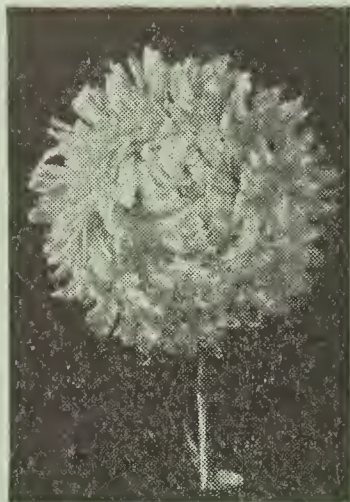
**ZVOLANEK'S ROSE. SP89.** Giant rose-pink. Considered by most florists as best deep pink.

**"EARLY BIRD" MIXTURE. SP90.** A superb mixture of these extra early flowering Spencer sweet peas. Pkt. 10c; oz. 30c.

**From New York:** This summer I had the most wonderful Glads I ever raised. I won first prize in our local flower show with a spike of Duna and second prize for best display. I licked the thrips 100% this year by soaking my bulbs with Corrosive Sublimate and spraying with Rototox every ten days up to blooming time.—R. E. B.



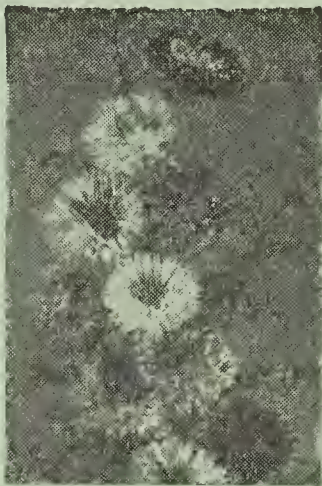
32 Most Popular, Easy-to-Grow Flowers. Your Choice: Pkt.



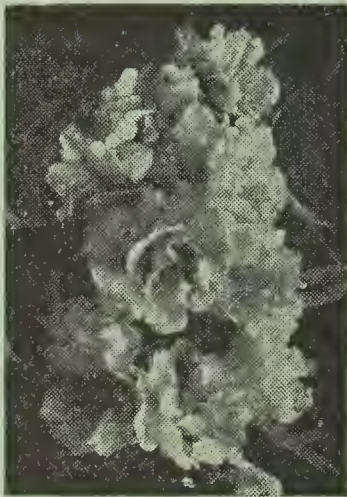
**Aster**  
Long's Special Mixed  
All types—all colors



**Baby's Breath**  
London Market annual  
White improved



**Bachelor Button**  
Double finest mixed  
Splendid for cutting



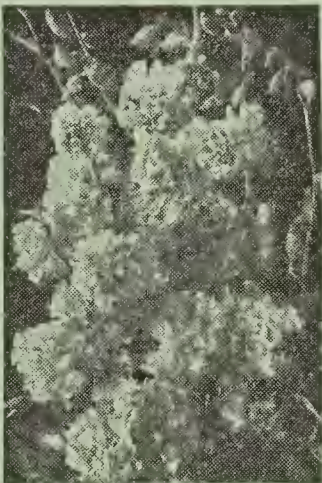
**Balsam (Mixed)**  
(Lady's Slipper)  
Children's favorite



**Calendula**  
New Sunshine Strain  
Buttercup yellow



**Carnation (Hardy)**  
Chabaud's Giant  
Mixed colors



**Clarkia**  
Double Carnation  
Flowered. Mixed



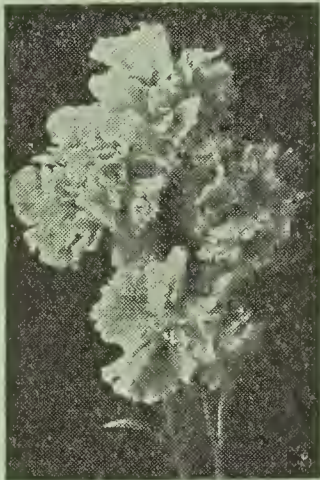
**Cosmos**  
Early Giant Flowered  
Fine mixed



**Evening Primrose**  
Large, yellow,  
fragrant



**Gaillardia**  
Shades of bronzy red  
Golden tipped. Robust



**Godetia**  
Gladiolus flowered  
Mixed for cutting



**Kochia—Summer  
Cypress**  
Foliage red in fall



**Larkspur**  
Giant Imperial Mixed  
Finest cutting



**Marigold**  
Tall African  
Mixed colors



**Nasturtium**  
Golden Gleam  
Sweet scented



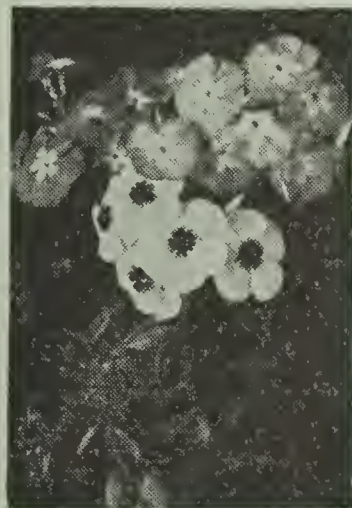
**Petunia**  
Choice mixed colors  
Splendid

Your Choice Both Pages: Pkt. 10c; 3 for 25c; 7 for 50c; 15 for \$1.00



**10c, 3 for 25c; 7 for 50c; 15 for \$1.00; Alike or Assorted.**

**Your Choice Both Pages: Pkt. 10c; 3 for 25c; 7 for 50c; 15 for \$1.00**



**Phlox—Annual**  
Grandiflora  
Choice mixed



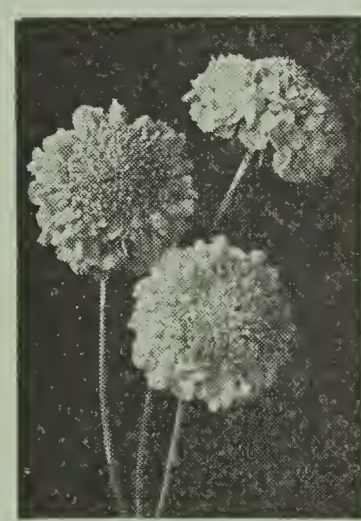
**Poppy—Double**  
Carnation Flowered  
Fringed petals. Mixed



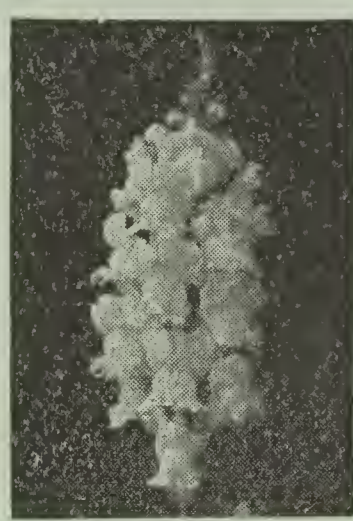
**Poppy**  
Shirley—All types, all  
Colors mixed



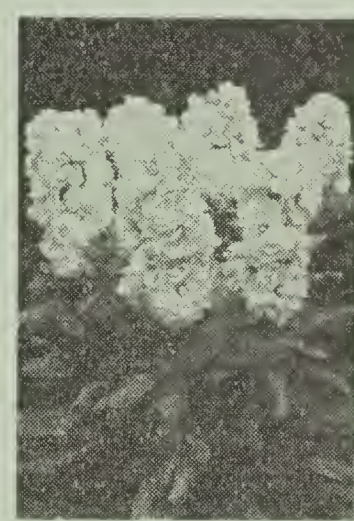
**Salpiglossis**  
(Velvet Trumpet)  
Mixed colors. Showy



**Scabiosa**  
(Pin Cushion Plant)  
Mixed colors



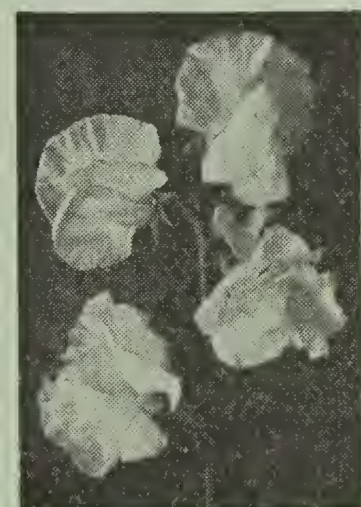
**Snapdragon**  
Large, lovely flowers  
in many colors, mixed



**Stocks (Ten Weeks)**  
Annual. "Cut and  
come again." Mixed



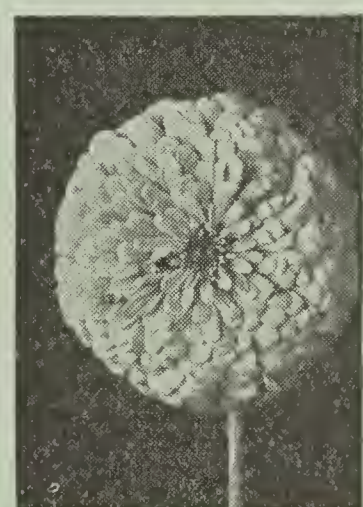
**Strawflowers**  
(Everlastings)  
For winter bouquets



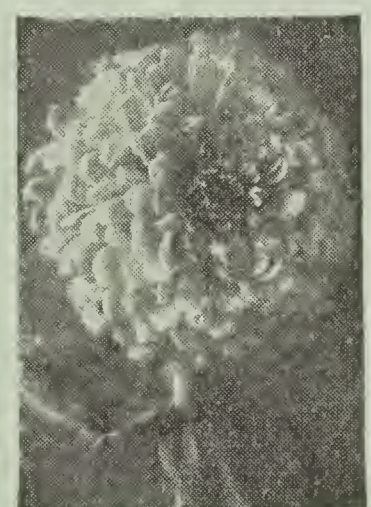
**Sweet Pea—Long's**  
"33 in 1" Spencer  
mixtures. Gorgeous



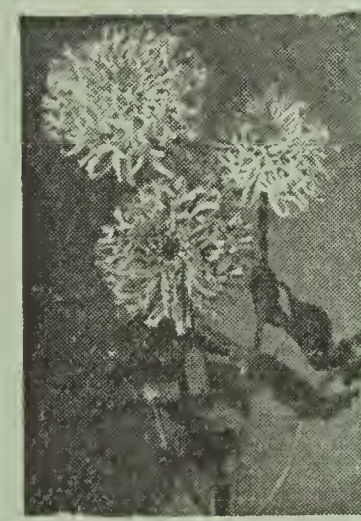
**Verbena**  
Make a big show  
Giant mixture



**Zinnia**  
California Giant  
Immense mixed



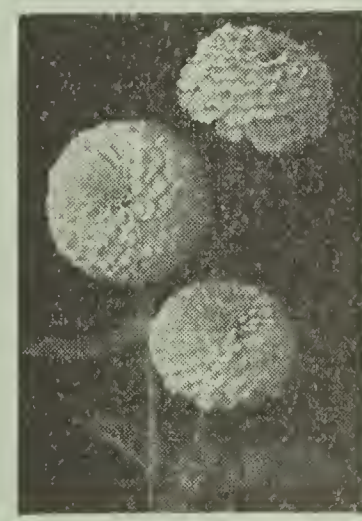
**Zinnia**  
Dahlia Flowered  
in mixed colors



**Zinnia—Fantasy**  
Informal, shaggy  
flowers. Mixed colors



**Zinnia—Mexicana**  
Two-toned flowers  
Many colors mixed



**Zinnia—Lilliput**  
Mixed colors  
Lasting when cut



**Zinnia**  
Scabiosa Flowered  
Mixed colors



# Vivid Verbenas

In recent years Verbenas have been wonderfully improved in size and color. The modern Verbena retains the vigor and free flowering habit of the old-time strains in grandmother's garden, but surpasses them in size and vivid coloring.

**"Easy to Grow. Make a Big Show"**

**GIANT LAVENDER. (Lavender Glory.)** New. True lavender, with white eyes. Said to be the most glorious color in Verbenas. (A few will not come true lavender, but can be pulled out.)

**GIANT PINK (Luminosa.)** Luminous flame pink, shading to salmon.

**GIANT RED. (Lucifer.)** Vivid scarlet.

**GIANT ROYAL BLUE. (Royale.)** Royal blue, with creamy yellow eye. New.

**GIANT WHITE. (Waller-Franklin.)** Large, pure white. Lovely.

**GIANT VIOLET. (Violacea Stellata.)** Deep violet with white eye.

**GIANT MIXED.** The above and still other giant varieties mixed.

**PRICES:** Any of the above 6 kinds, or mixed, at, Pkt. 15c; 2 pkts. 25c;  $\frac{1}{8}$  oz. 40c;  $\frac{1}{4}$  oz. 70c.

## VERBENA COLLECTION

One pkt. each the 6 varieites Verbenas, value 90c, for 50c.



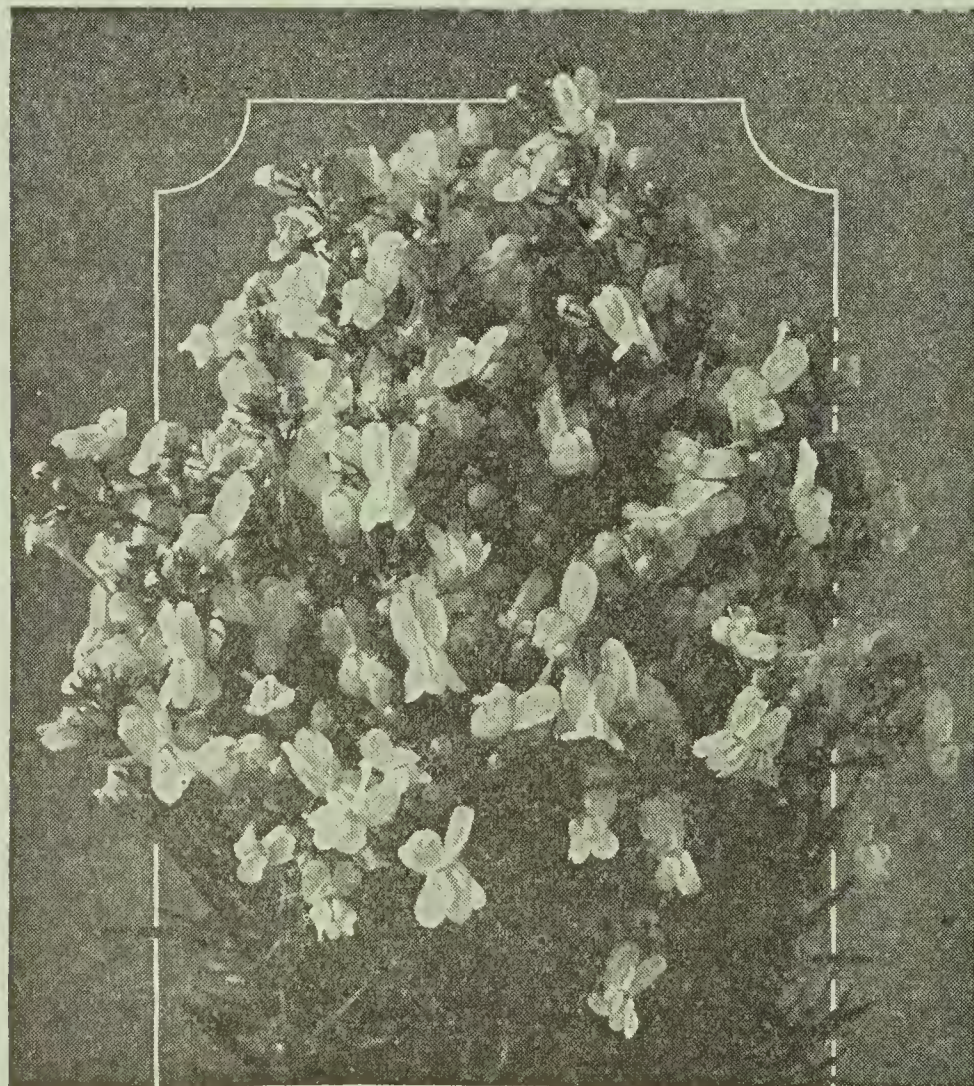
Verbena Hybrid Grandiflora Royale

# Linarias "Baby Snaps"

This is a hardy annual with small, dainty flowers resembling **miniature Snapdragons** and in addition each flower has a long Columbine-like spur. It makes a nice cut flower and the clumps form an interesting feature of the annual border. Blooms in about 8 weeks from seed. To get the best results seed should be sown thinly, the seedlings thinned out to about 12 inches. Fine for rock gardens.

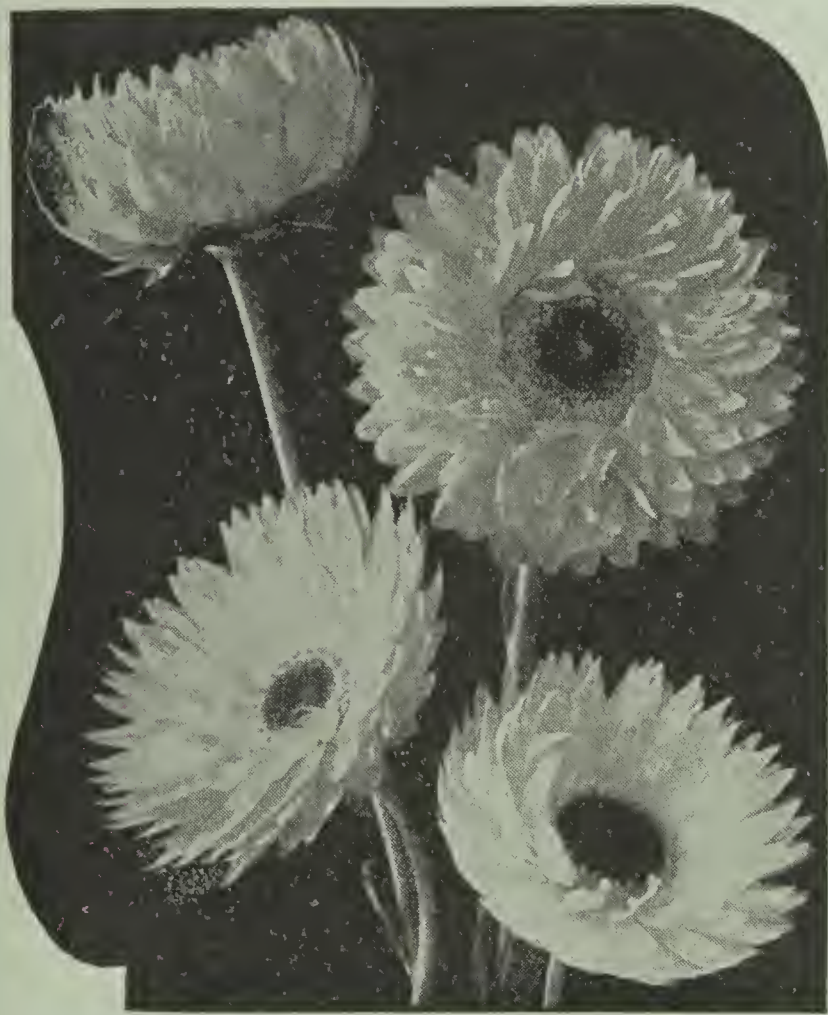
**MAROCCANA HYBRIDA EXCELSIOR, MIXED.** Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose. with many lighter art shades. Pkt. 10c;  $\frac{1}{4}$  oz. 25c;  $\frac{1}{2}$  oz. 40c.

**FAIRY BOUQUET.** In mixed colors like Maroccana hybrids, except that this new strain is greatly improved by more compact growth, 8 inches tall, and with extra large flowers of a great variety of distinct colors, such as rose, yellow, pink, lavender, carmine, red, violet, white and salmon. Very quick to bloom after planting, light and airy plants. Pkt. 15c;  $\frac{1}{8}$  oz. 40c;  $\frac{1}{4}$  oz. 75c.



Lovely Linaria—"Fairy Bouquet"





**Acroclinium New Large-Flowered Double Hybrids**

# ACROCLINIUM

## “Everlasting Flower”

### New Annual Large-flowered Double Hybrids

It is a gala occasion when the florist discovers a flower variety, entirely new and different, which sells on sight. Such a variety is this new Acroclinium, so greatly improved over the old variety that they can scarcely be recognized as members of the same family.

They are free summer-flowering plants for garden decoration; the flowers dry as “Everlastings” for winter bouquets. They are also grown as pot plants for market. In full bloom the plants are striking and effective. Very showy in garden. Easy to grow.

The double flowers are extremely large, at least twice the size of the ordinary strain, on 12 to 18-inch stems, which are borne freely over a long flowering period. The range of color is most remarkable, being especially rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. While some of the flowers have a light eye, the majority are enhanced by a boldly contrasting dark center. Largely double, some come semi-double. **Pkt. 15c; 1/8 oz. 40c; 1/2 oz. 75c.**

## LONG'S “Towers of Beauty” HOLLYHOCKS

Our Double Hollyhocks are far superior to the old single and semi-double sorts. The Hollyhock is an “old-fashioned” flower and perhaps no other flower leaves such an impression as does the Hollyhock.

The beautiful long spikes filled with tissue paper-like blooms, set closely together, give a beautiful and artistic background or tall border. There can hardly be an old-fashioned garden without them, and hardly a garden anywhere that would not be improved by the use of some of the following newer, and justly finer, varieties.

“**Colorado Sunset**” is a Hollyhock that is a Hollyhock! The color varies, like sunsets vary, only maybe not to such an extreme. You will find shades from cream to copper, but always charming. The illustration shows the type of double blossoms, solid spikes just jam full of beautiful blooms.

“**Lilac Beauty**” is another delicate creation, reminiscent of old lace and lavender. A most unusual color that merits your complete approval.

As Hollyhocks bloom from seed the second year, the seed that you plant this year will provide a supply of blooming sized roots for next summer. **Plant seed from April to June.** The roots usually live over after blooming one season, but not always.

### Varieties

The following all have double blossoms that rival the rose in color and form:

<b>BLACK</b>	<b>NEWPORT PINK</b>
<b>COLORADO SUNSET</b>	<b>RED</b>
<b>LILAC BEAUTY</b>	<b>WHITE</b>
<b>MAROON</b>	<b>YELLOW</b>

### Prices

Any color, including “Colorado Sunset” and “Lilac Beauty”: Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 70c; 1 oz. \$1.20, prepaid.



“Colorado Sunset” Hollyhock

### Hollyhock Seed Special

Any 3 pkts. 25c; any 5 pkts. 40c; **YOUR SELECTION.** Can be alike or assorted.

**NO HOLLYHOCK ROOTS FOR SPRING 1937**



# Mammoth "Heavenly Blue" Morning Glory

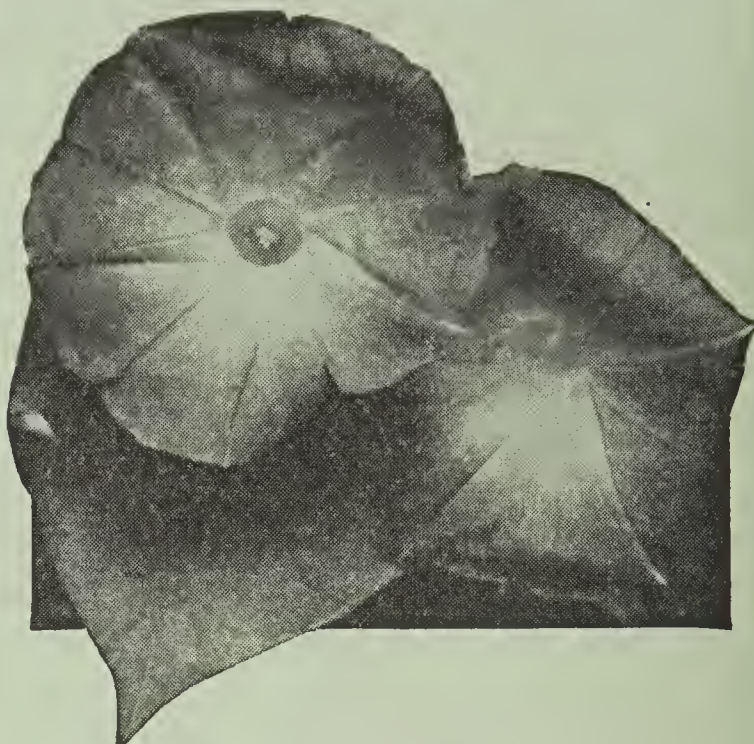
Most pleasing of all Morning Glories. Flowers 3 to 4 inches across. Vines 10 to 15 feet from seed sown in open ground after soil warms up, or may be started in pots. Charming for trellis, fence, side of building, porches, arbors, etc. Cut part of vine with buds and will open in vase. Delightful in many ways. **Important:** Our strain of Mammoth Blue Morning Glory is extra early, developed in Colorado. **Pkt. only 10c; 3 pkts. for 25c; ¼ oz. 30c; ½ oz. 50c; 1 oz. 90c.**

## Japanese Morning Glory F72

Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. **Pkt. 10c; oz. 30c.**

**Morning Glory F70. TALL.** Always popular for fences and screens, etc. Fine mixed. **Pkt. 5c; oz. 20c.**

**DWARF OR BUSH MORNING GLORY. F71.** Good for beds or borders. **Pkt. 5c; oz. 25c.**



Heavenly Blue Morning Glory

## Everlasting or "Straw Flowers" for Winter Bouquets



(**Helichrysum.**) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

**Important:** Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark. Place some also on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

**Prices:** Any color, or all mixed: **Pkt. 10c; 3 for 25c; ¼ oz. 30c; ½ oz. 50c; oz. 90c.**

**GOLDEN GLOBE. F6G.** Large, golden yellow.

**SILVER GLOBE. F6S.** Chaste, silvery-yellow.

**ROSE-CARMINE. F6R.** Shades of rose.

**"CHRISTMAS RED." F6CR.** Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

**ALL KINDS MIXED. F6M.** These and other colors all in one mixture.

## AGERATUM (Floss Flower)

One of the most useful and pleasing summer annuals, the plants being literally covered from early summer until frost with a sheet of bloom.

Flowers stand rain and sun without fading. The dwarf sorts are most used and very satisfactory. Seed may be sown outdoors, but earlier blooms may be had by starting some of the seed indoors.

**BLUE BALL.** Free-blooming, deep rich blue. Plants compact, 8 to 10 inches tall. **Pkt. 10c.**

**BLUE CAP.** (New Miniature.) Very dwarf and compact, large bright blue flowers. **Pkt. 15c.**

**DWARF WHITE.** Imperial strain. About 8 inches. **Pkt. 10c.**

**DWARF MIXED.** Nice mixture of good dwarf varieties. **Pkt. 5c.**



Ageratum, Blue Ball, Dwarf Variety



# New COSMOS



"Orange Flare"

**Orange Flare** Gold Medal, All-American Selections, 1935. Early strain selected from "Klondyke." Blooms are deep vivid orange, with foliage of light green. Pkt. 15c; 1/4 oz. 50c.

**Sensation** Award of Merit, All-American Selections, 1936. A new remarkably free flowering strain. Flowers are mammoth in size (4 to 5 inches), yet extremely early. Colors white and shades of pink and rose in mixed colors only. Pkt. 20c; 1/4 oz. 60c.

## SPECIAL OFFER

One Pkt. each, Orange Flare and Sensation, for 30c.

**Early Giant Cosmos** Easy to grow. A good old-time favorite, still popular. This strain both early and large. Rapid grower.

**F27, PURE WHITE; F29, RICH CRIMSON; F28, LOVELY PINK; F30, ALL KINDS MIXED.**

Your choice any these colors, or all colors mixed: Pkt. 10c; 3 pkts. 25c; 1/2 oz. 30c; oz. 50c.

**From Texas:** It just occurred to me that you might be glad to know that the Blue Ribbon Gladiolus Bouquet at the Flower section of the Tri-State Fair, being staged in Amarillo this week, is Long's Glads 100%. A bouquet of Dahlia-Flowered Zinnias took a Blue ribbon, and a bouquet of Pompon Zinnias a Red ribbon. Both grown from Long's seed I purchased last spring.—J. R. H.

# Money Plant

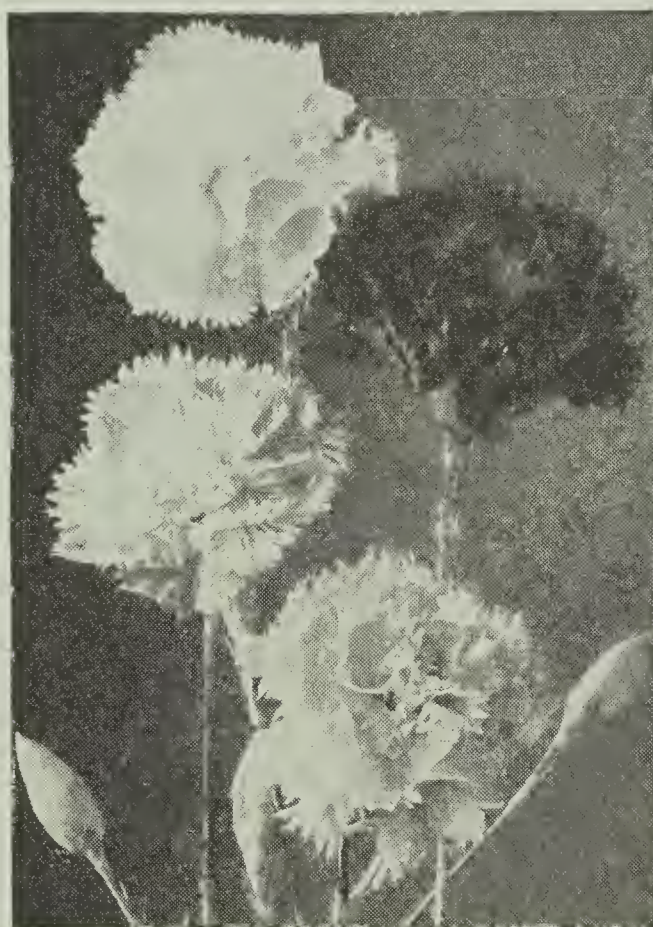
## Lunaria



If inflation is coming, beat the game and raise your own money from money plants. Beautiful purple flowers are followed by round, flat, silvery seed pods, prized for winter bouquets. Biennial, but blooms first year if sown early. Packet 10c; 1/4 oz. 30c.

**NOTE:** Be careful in ordering. Do not confuse this with Linaria or Baby Snaps.

# Giant Hardy Carnation



## Chabaud's Giant Carnation

The new strain. (About 85% come double.) Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but **surprisingly large if disbudded**, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

Colors: Red, Rose-pink, Salmon-rose, White. Prices for any separate color: Pkt. 15c; 2 pkts. 25c. Mixed colors: Pkt. 10c.

**Marguerite Carnation** F20. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt. 10c; 1/8 oz. 25c.

**From New Jersey:** My Iris which I bought from you last summer was beautiful, and I am sending you a new customer. My Glads are coming along beautifully. Something new every day, and the wonderful Star of Bethlehem which you sent me was the talk of the neighborhood.—E. R.



# Statice (Sea Lavender)



**STATICE (Sea Lavender).** Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Seed: Pkt. 10c; 1/8 oz. 35c.

**Field Grown Statice Roots** (2 for 50c) (5 for \$1.10) (10 for \$2.00). Prepaid.

## Scabiosa



**Loveliness** A glorious new color in annual Scabiosa. The most beautiful Scabiosa ever introduced. As a cut flower it is unsurpassed. The fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon rose color. Pkt. 15c.

**NEW GIANT HYBRIDS, MIXED.** Largest and loveliest of improved Scabiosas in grand mixture. Pkt. 15c. (One pkt. each this and Loveliness for 25c.)

**Good Mixed.** Pkt. 5c; 1/2 oz. 25c.

# Two Little Known Flowers

(And Such Funny Looking Bulbs)



**Ranunculus Blooms**

**Ranunculus Bulbs** Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.) Thrive best in partial shade.

Space the bulbs 5 or 6 inches apart. Just cultivate and water moderately. **Warning!** Too much water may cause failure. Keep soil moist but not very wet. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring.

**TECOLOTE GIANTS.** Largest and most magnificent strain. Award of Merit, Mass. Hort. Society 1933 and 1934. 10 for 50c; 25 for \$1.00; 100 for \$3.80, prepaid.

**Anemone Bulbs** Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter. For best results, plant in partial shade.

The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall take up bulbs and store in a dry place. Replant the next spring. (Or use for pants buttons. That's what they look like!)

**MONARCH DE CAEN.** Very favorite strain. Immense brilliant flowers. 10 for 40c; 25 for 90c; 100 for \$3.20, prepaid.



# Superb Petunias

## Giants of California

The largest often measure 4½ inches across. And such wonderful colors and markings! Then, too, some are delightfully ruffled and frilled. Produces very little seed. **Pkt. 25c.**

## Ruffled Monsters

Gigantic Petunias, many heavily ruffled and with veined centers. **Mixed colors. Pkt. 50c.**

## Balcony Petunias

The favorite strain for window boxes. Balcony White, Balcony Blue, Balcony Rose, Balcony Crimson, Balcony Mixed. **Any color or mixed: Pkt. 10c. Any 3 pkts. 25c.**

## Four Favorite Bedding Petunias

**Rosy Morn** A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. **Pkt. 10c; ⅛ oz. 50c.**

**Rose of Heaven** Similar to Rosy Morn but deeper pink. Very little white in throat. **Pkt. 10c; ⅛ oz. 50c.**

**Violet Petunia** Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. **Pkt. 10c; ⅛ oz. 50c.**

**Choice Mixed** Petunias. Splendid mixture, "these four and many more," in a stunning array of colors. **Pkt. 10c; ⅛ oz. 30c; ¼ oz. 50c.**

**Any 3 Ten Cent Pkts. Petunias for 25c.**



Petunia Giants of California

## And Now We Have Miniature Petunias

**New Miniature Petunia "Pink Gem"** This is the first of a charming new race of miniature Petunias. The compact plant, five to six inches high, is loaded with light pink blooms. A plant eight inches in diameter will carry as many as twenty-five to thirty blooms in flower at one time. Individual blooms are two inches in diameter. This miniature Petunia is charming for borders, window boxes, pots, rock gardens and for bedding. Planted with a dwarf blue Ageratum, the effect is most charming. **Winner of Gold Medal in the 1934 All-American Selections. Pkt. 15c.**

**New Miniature Petunia "Rose Gem"** Rose Gem is a charming addition to the new miniature group of Petunias which was started with Pink Gem. **Rose Gem is the color which flower lovers have been asking for in this miniature form. It is the rich deep rose that has made Petunia Rose of Heaven so popular.** The plant is neat and compact, five to six inches high and smothered with rich rose colored blooms about two inches in diameter. **Winner of Award of Merit in the 1936 All-America Selections. Seed very scarce. Pkt. 25c.**

## CLARKIA

Another easy-to-grow charming annual. Bushy plants 20 inches tall bear double flowers resembling small carnations. Very pleasing for table bouquets. Buds will open after cutting, and will last for days and days in vase or bowl. **Improved strains in 6 different colors. Any color or all colors mixed, Pkt. 10c. (SPECIAL: One each of the 6 colors for 40c.)**

**Alba** Elegant long spikes closely set with large double white flowers. **Pkt. 10c; ¼ oz. 30c.**

**Brilliant** An exceptionally fine variety with rich crimson-scarlet flowers. **Pkt. 10c; ¼ oz. 40c.**

**May Blossom** (New.) Bright pink double carnation-like flowers. **Pkt. 10c; ¼ oz. 40c.**

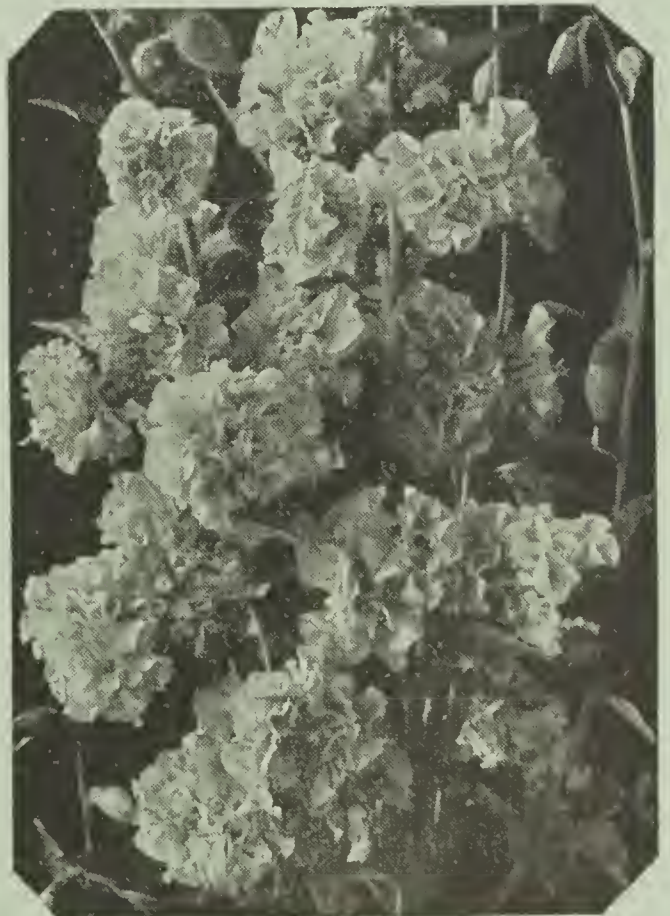
**Purple Prince** The very double, rich deep purple blooms are most attractive. **Pkt. 10c; ¼ oz. 30c.**

**Orange King** Double bright orange-salmon. **Pkt. 10c; ¼ oz. 30c.**

**Salmon Queen** Rich salmon-pink. Exquisite. **Pkt. 10c; ¼ oz. 30c.**

**Clarkia Collection** One packet each of the 6 above varieties for 40c. (Any 3 pkts. Clarkia for 25c.)

**Double Mixed Clarkia** A fine mixture of many beautiful and rich colors. **Pkt. 10c; ¼ oz. 25c; oz. 75c.**



Clarkia Elegans Double Brilliant



# Schizanthus

## Butterfly or Fringe Flower

This is one of the airiest and daintiest flowers imaginable, especially adapted to bordering beds of taller flowers and those of a heavier growth. The seeds germinate quickly and come into bloom in a few weeks from sowing. The floescence is such as to completely obscure the foliage, making the plant a veritable pyramid of the most delicate and charming blooms. The Schizanthus make admirable pot plants for the house in late winter and early spring. For this purpose sow in the autumn.

Good Mixed. Pkt. 10c; 1/2 oz. 30c.

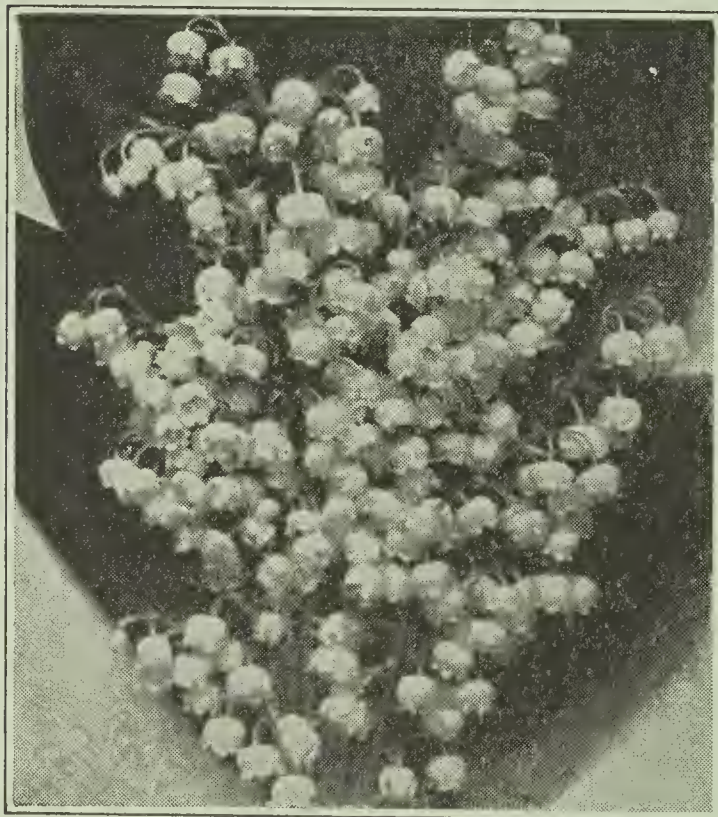
## Schizanthus Grandiflora Butterfly Mixture

Our Butterfly Mixture, containing a full range of all shades and color combinations, is the best all around strain for bedding use. It is a strikingly bright mixture, with large flowers beautifully marked, on compact, free-flowering 12 to 15-inch pyramidal plants. **Finest strain to date. Pkt. 20c.**



Schizanthus Butterfly Mixture

## Lily of the Valley



There's a place in every garden for this charming hardy perennial. Plant any time, but **EARLY** spring or in fall is best.

Splendid for **shade**, or **partial shade**. Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. Clump \$1.00; 3 clumps \$2.50; 5 clumps \$4.00, prepaid. (Am filling Lily of Valley orders liberally this spring, as have a nice lot of it now.)

## GOURDS Ornamental and Useful



Gourds, Many Varieties Mixed

The flowers are often beautiful and the fruit ornamental and sometimes useful. The small fancy gourds are excellent toys for children, while the larger gourds may be used as dippers, sugar troughs, bowls and birdhouses.

My **mixed gourd seeds** contain about all the types and sizes ever heard of.

**NEST EGG.** Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg.

**DIPPER.** Grow your own dippers.

**CALABASH.** Pipe Gourd or Powder Horn.

**DISH CLOTH.** The fibrous interior may be used like a sponge.

**HERCULES CLUB.** Enormous club-shaped fruits.

**SMALL GOURDS MIXED.** Ornamental kinds.

**LARGE GOURDS MIXED.** Great variety.

**PRICES:** All varieties of Gourds, also **MIXED** kinds. Pkt. 5c; oz. 30c.



# New Annual Canterbury Bells

Many years of careful selection have at last given us **Annual Canterbury Bells** which bloom from seed in less than six months. It is now possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from 2 to 2½ feet tall, each plant having from 6 to 8 spikes of blooms.

Also, the plants continue to bloom for quite a long time. Where seasons are short, start the seed indoors and transplant to garden.

Annual Canterbury Bells in two lovely colors as well as in mixed colors.

**ANGELUS BELL.** Deep-rose. Pkt. 15c.

**LIBERTY BELL.** Violet-blue. Pkt. 15c.

**WEDDING BELL.** Pure white. Pkt. 15c.

**MIXED COLORS** of Annual Canterbury Bells. Pkt. 15c; ¼ oz. 25c.

(Any 2 Pkts., 25c. Any 3, 35c.)

# Hardy Biennial Canterbury Bells

Good idea to sow seed of both the Annual and the Biennial strains, so you can enjoy the Annuals **this** season and the Biennials **next** year.

I think the "Cup and Saucer" type of hardy Canterbury Bells is the most pleasing. You get some in this without "Saucers," but they are also nice. Doubles out of place in a flower of this sort.

So here are the most popular colors in the hardy "Cup and Saucer" type:

**DARK BLUE**

**ROSE**

**LIGHT BLUE**

**WHITE**

ALL COLORS, MIXED

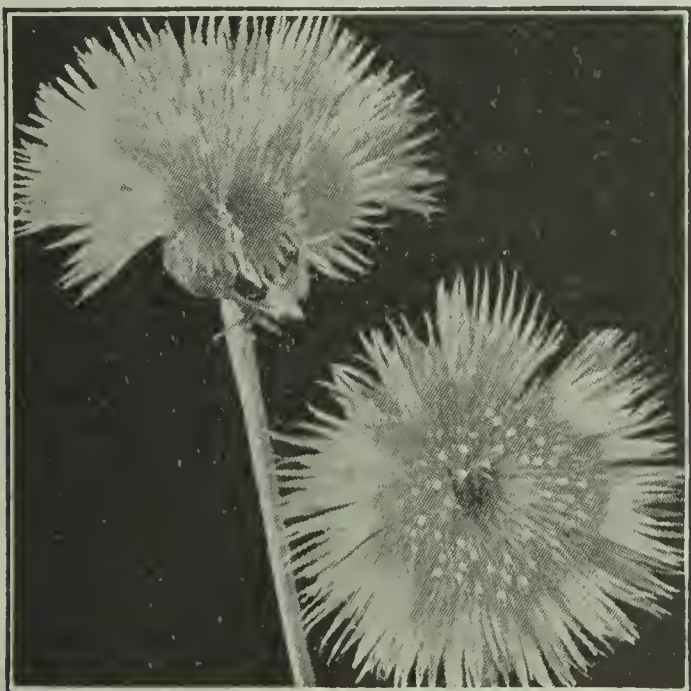
**Prices:** Any of these 4 colors, Canterbury Bells, or all mixed. at, Pkt. 10c; ¼ oz. 30c.

## Annual Wall Flowers

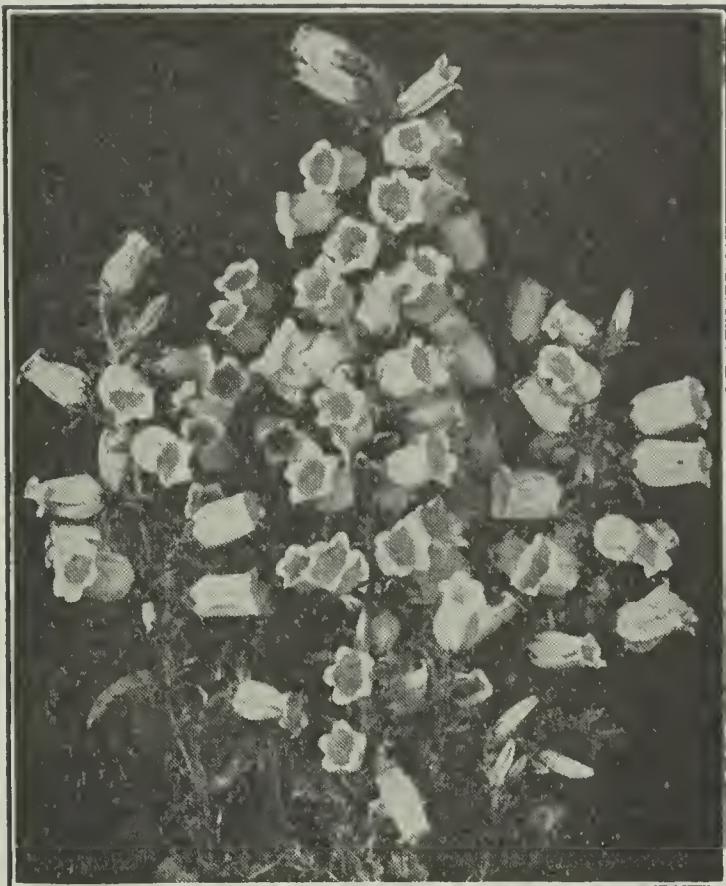
Easy to grow and bloom in a few months from seed sown in the open garden. They have beautiful fragrant flowers in many bright colors.

**WALL FLOWER.** "Gold Standard." Deep double golden yellow flowers. Plants about 2 feet tall. Very showy. Pkt. 20c.

**WALL FLOWER, DOUBLE MIXED.** Many pleasing colors. Pkt. 15c.



Royal Sweet Sultans



Annual Canterbury Bells

## New Sweet Williams

### Johnson's Giants

An extraordinary strain. Plants robust and tall. Flowers very large. The range of colors includes shades and combinations not to be found in other strains. The peculiar and delicate

markings on the flowers are most unusual and attractive. Bloom second year from seed. After first crop of blooms about gone, cut plants off near ground and you should get a second display of blooms on shorter plants. Pkt. 10c; ¼ oz. 40c; ½ oz. 75c.



**STANDARD VARIETIES SWEET WILLIAMS**  
**SINGLE MIXED.** F108. Pkt. 5c; ¼ oz. 15c.  
**DOUBLE MIXED.** F109. Pkt. 10c; ¼ oz. 35c.

## ROYAL SWEET SULTANS (*Centaurea Imperialis*)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

The beautiful, sweet-scented, artistic-shaped flowers are borne on long strong stems and when cut and put in water will keep in good condition for several days.

Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

**AMARANTH RED**      **RICH PURPLE**  
**BRILLIANT ROSE**      **PURE WHITE**  
**MANY COLORS MIXED**

**Prices:** Any color or mixed, pkt., 10c (½ oz. 30c).

**SWEET SULTAN COLLECTION**  
One Pkt. Each the 4 Colors for 25c



## GYPSOPHILA

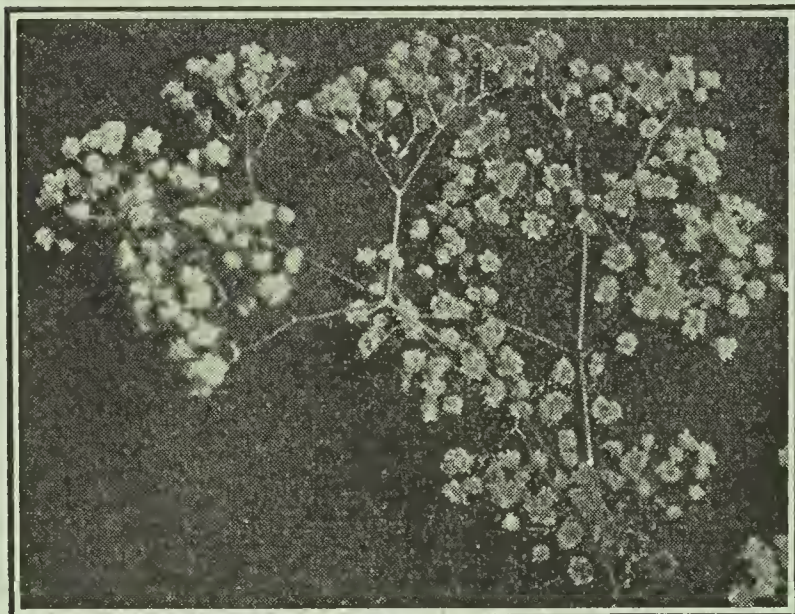
(BABY'S BREATH)

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

**ANNUAL WHITE. F47.** Blooms first year from seed. Good plan to sow this every few weeks so as to have a constant supply to use with cut flowers. New special strain, best to date, "London Market," pure white. Pkt. 10c; oz. 35c.

**ANNUAL PINK. F47½.** Same as above, but dainty pink. Pkt. 10c; oz. 25c.

**PERENNIAL WHITE SINGLE. F48.** Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a lace-like effect. Pkt. 10c; ½ oz. 25c.



**PERENNIAL WHITE DOUBLE. F049.** Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also to combine with sweet peas and other flowers. Florists use lots of it, summer and winter. Pkt. 25c; 5 pkts. \$1.00.

## Mexican Fire Bush (Kochia)

**F73.** Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. Pkt. 10c; ½ oz. 25c.

## Hardy Perennial Blue Salvia

**SALVIA AZUREA. F051.** Also called "Heavenly Blue Flowering Sage." Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky-blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September.

**Seed:** Pkt. 10c; ½ oz. 60c; oz. \$1.00.

## SWEET ALYSSUM



**Alyssum Procumbens, Carpet of Snow**

**"CARPET OF SNOW." F31½.** Lowest growing of all Alyssums. Only 2½ to 3 inches high. Each plant, if given 6 or 8 inches room, spreads out like a pancake and is so nearly smothered with small white flowers that the foliage is hidden. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

**ALYSSUM "LITTLE DORRIT." F4.** Compact plants 4 to 5 inches tall, covered with small, sweet scented flowers. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

**ALYSSUM "LILAC QUEEN." F41½.** A mass of delicate lavender flowers cover the low plant of 5 to 7 inches. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

## African Daisies

**GOLDEN AFRICAN DAISY. F098.** Annual. Plants about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

**AFRICAN DAISY HYBRIDS. F099.** Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc.—mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

## Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display.

**F0110. DARK COPPER,** yellow zone.

**F0111. WHITE,** scarlet zone.

**F0112. GOLDEN CHAMOIS,** scarlet zone.

**F0113. WHITE,** yellow zone.

**F0114. DEEP PURPLE,** yellow zone.

**F0117. ALL KINDS, MIXED.**

Your choice: Pkt. 10c; any 3 for 25c; any 5 pkts. 35c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

**SONG'S**

## Mammoth Russian Sunflower

**Special Stock:** Pkt. 5c;  
lb. 30c; 5 lbs. for  
\$1.20; 10 lbs. for  
\$2.20, prepaid.





# Godetia—Dwarf Double Azalea-Flowered

## Dwarf Godetia

These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. **Each plant makes a compact bush about a foot high.** The big, beautiful pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Pkt. 10c;  $\frac{1}{4}$  oz. 30c;  $\frac{1}{2}$  oz. 50c.

## Godetia—Tall Double Gladiolus-Flowered

(ALSO CALLED SATIN FLOWER)

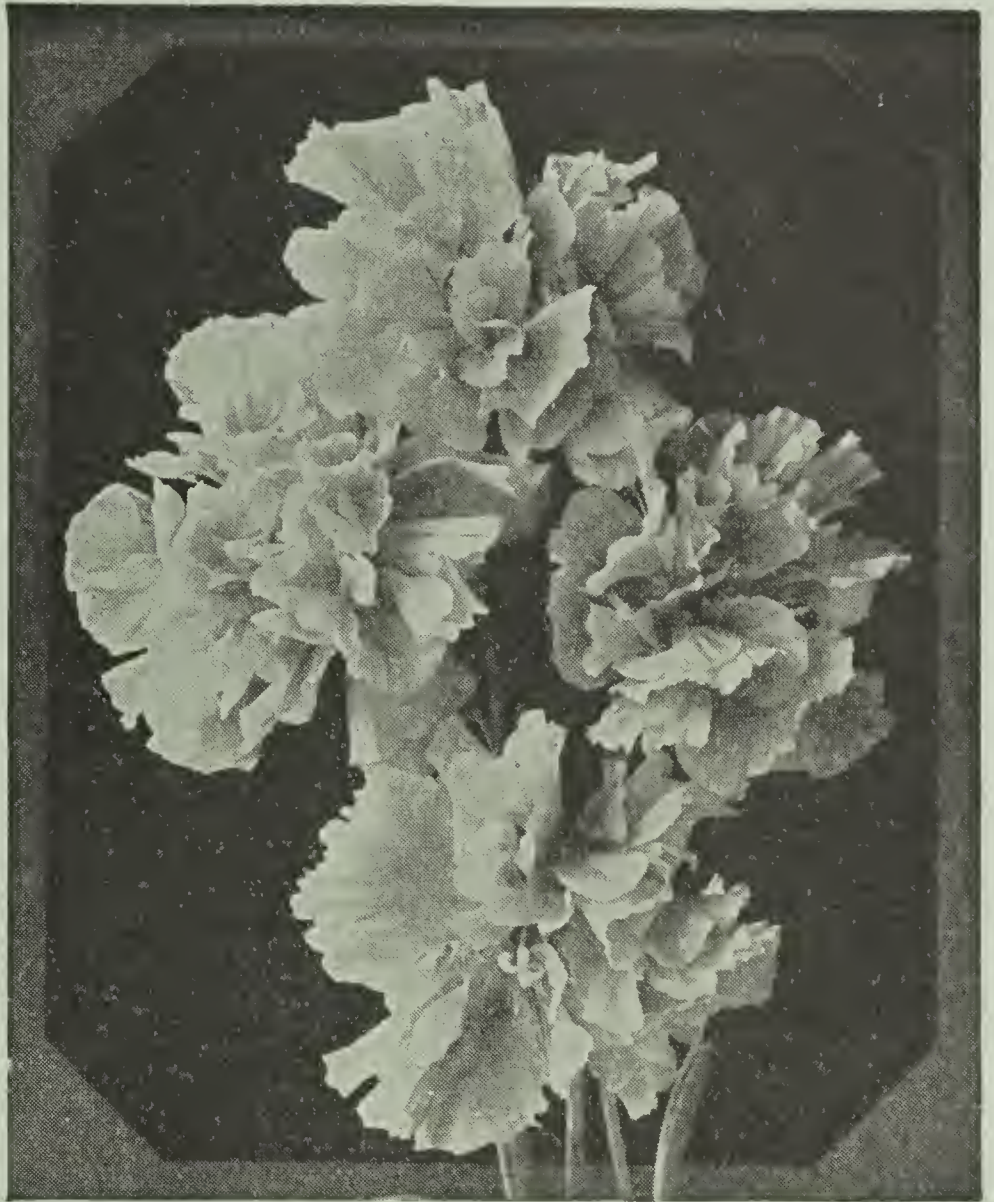
Most beautiful hardy annual, producing an abundance of brilliantly-colored flowers that are attached at intervals along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud and allowed to open indoors.

The lovely flowers are illustrated at the right. 

Finest double varieties in

**CRIMSON                  PINK**  
**LAVENDER                WHITE**  
**ALL COLORS MIXED.**

Choice, any color, or mixed: Pkt. 10c; 5 pkts. 40c;  $\frac{1}{4}$  oz. 25c;  $\frac{1}{2}$  oz. 40c. (You may include in the 5 for 40c the lovely Azalea-flowered Dwarf, above.)



Godetia—Tall Double Gladiolus-Flowered

## BACHELOR'S BUTTON

(*Centaurea Cyanus*)

### Large Double Flowered

The old single-flowered Bachelor's Button—known also as Cornflower or Ragged Sailor—of grandmother's garden has been wonderfully improved.

Florists use large quantities of these new large double-flowered Bachelor's Buttons. **Our seed is the high grade quality used by florists.**

They are easy to grow and bloom continuously. Just sow the seed outdoors where you want the plants, and thin to 8 to 12 inches. May be transplanted also. Make several sowings a few weeks apart for longest season of blooming. Larger flowers are obtained if soil is enriched.

## 5 New Bachelor Buttons

(Prices below)

The flowers of these new varieties are very large, fully double, and the colors intensified.

**BLUE BOY.** Rich blue. Fine for cutting.

**BLACK BOY.** Large blackish maroon.

**PINKIE.** Deep pink. Keeps well cut.

**RED BOY.** Deep red. **Oh, Boy!**

**SNOW MAN.** "What's in a name?" White.

**MANY COLORS MIXED.** Super fine.

**PRICES:** Any color, or Mixed. Pkt. 10c;  $\frac{1}{4}$  oz. 25c;  $\frac{1}{2}$  oz. 40c; oz. 77c.

**COLLECTION.** One Pkt. each the 5 colors for 35c.



Bachelor's Button (*Centaurea Cyanus*)

## Annual Mallow (Lavater)

**F015.** A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt. 10c;  $\frac{1}{4}$  oz. 25c.

## Shasta Daisy

**ALASKA.** An improved strain of this popular Daisy. Large white flowers on tall, stout stems. Pkt. 10c;  $\frac{1}{4}$  oz. 30c.



# LONG'S Flower Seed, Tried and True

**Amaranthus** Graceful plants with ornamental foliage. All kinds, mixed. F5. Pkt. 5c; ½ oz. 15c.

**Balloon Vine** F9. Annual climber. For screens. Soak seed 24 hours. Pkt. 5c; ½ oz. 15c.

**Balsam (LADY SLIPPER.)** Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.

**DOUBLE MIXED.** F11. Pkt. 5c; ¼ oz. 25c.

**Calliopsis** F14. Bush plants 2 feet high covered with showy flowers. Pkt. 5c; ½ oz. 15c.

**Canary Bird Flower** F15. Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

**Candytuft** F17, PURE WHITE; F18, FINE MIXED. Pkt. 5c; oz. 25c.

**GIANT HYACINTH-FLOWERED CANDY-TUFT.** Extra large, pure white. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

**Celosia** Or COXCOMB. F22. OSTRICH PLUME. Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c.

**CRESTED COXCOMB.** F23. Dwarf plants with bright red combs. Pkt. 10c.

**Chrysanthemum** DOUBLE ANNUAL. F011. Small flowered. Mixed colors. Pkt. 10c; ¼ oz. 25c.

**Cobaea Scandens (CATHEDRAL BELLS.)** F24. Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Pkt. 10c; ½ oz. 25c.

## Cosmos "Early Giant"

F27. WHITE

F29. CRIMSON

F28. PINK

F30. FINE MIXED

Your choice of any of these colors, or mixed: Pkt. 10c; ½ oz. 25c.

## New Cosmos "Sensation"

Award of Merit, All-American Selection. Mammoth, yet early. White, rose and pink mixed. Pkt. 25c. (Sold in mixture only.)

**Cypress Vine** F31. Rapid climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; ½ oz. 25c.

**Dahlia Seed** LONG'S SPECIAL MIXTURE. Pkt. 25c. LONG'S PROFESSIONAL MIXTURE. Seed saved from the finer varieties. Pkt. \$1.00.

**Daisy** DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders.

F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

**"Forget-Me-Not"** F37. Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; ¼ oz. 25c.

**Four o'Clock** F39. Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; ¼ lb. 60c.

**Fox Glove** F40. Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

**Geranium** F42. Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

**Gaillardia** Portola Hybrids. Shades of bronzy-red, golden tipped. Very robust. Pkt. 10c.

**Heliotrope** F50. Perennial, blooming first year. Choice mixed. Pkt. 10c.

**Japanese Hop** F62. A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; ½ oz. 25c.

**Mignonette** No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

**LONG'S SPECIAL MIXTURE.** F69. Extra fine varieties mixed. Pkt. 5c; ½ oz. 25c.

## Nasturtiums, Dwarf—Pkt. 5c

LONG'S SPECIAL MIXTURE. F76. Pkt. 5c; oz. 10c; ¼ lb. 40c.

**EMPRESS OF INDIA.** F77. Crimson.

**GOLDEN KING.** F78. Rich orange-yellow.

**KING THEODORE.** F79. Velvety crimson.

**PEARL.** F80. Lemon-yellow or primrose.

**VESUVIUS.** F81. Rich deep apricot.

Any separate color: Pkt. 5c; oz. 10c.

## Nasturtiums, Tall—Pkt. 5c

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Flowers larger, stems longer than dwarfs.

LONG'S SPECIAL MIXTURE. F82. Pkt. 5c; oz. 10c; ¼ lb. 40c.

**SEPARATE COLORS TALL NASTURTIIUMS:**

**ROSE.** F84. Bright soft rose.

**SCARLET.** F85. Bright scarlet.

**SUNLIGHT.** F86. Clear rich yellow.

**VESUVIUS.** F87. Salmon-rose.

Any separate color: Pkt. 5c; oz. 10c.

**Nicotiana (FLOWERING TOBACCO PLANT.)** F75. Pkt. 5c.

**Phlox Drummondii** For beds and massing nothing surpasses these beautiful annuals.

**GRANDIFLORA MIXED.** F91. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

**Pinks (DIANTHUS.)** Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

**HEDDEWIGGII.** F94. Finest of all pinks. Great variety of colors. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.



**Gorgeous Poppies** Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

**DOUBLE CARNATION FLOWERED.** Perfectly double, globular flowers with fringed petals in many brilliant colors, mixed. Pkt. 10c; ½ oz. 25c.

**TULIP POPPY. F95.** Vivid scarlet. Pkt. 10c; ¼ oz. 35c.

**SHIRLEY. F96.** Beautiful poppies, white, pink, lavender, purple, crimson, single and double, mixed. Pkt. 10c; ¼ oz. 25c.

**ORIENTAL. F97.** (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; ½ oz. 25c.

**DOUBLE SHIRLEY POPPIES.** You'll like these.

(F0137, Rose.)

(F0138, Salmon.)

(F0139, Mixed Double Shirley Poppies.)

Your choice, Pkt. 10c. Any 3 Pkts. for 25c.

**PEONY-FLOWERED POPPIES.** Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. **Shrimp Pink, Red or Mixed colors.** Either color or many colors mixed, pkt. 10c; 3 pkts. 25c; ½ oz. 25c; oz. 40c. (**The Shrimp Pink is exceptionally fine.**)

**Portulaca (MOSS ROSE.) F99. SINGLE MIXED.** Pkt. 5c; ¼ oz. 25c.

**FINE DOUBLE MIXED. F100.** Pkt. 10c.

**Rincinus (CASTOR BEANS.) F98.** Tropical-looking plants growing to immense size from seed sown after danger from frost. Pkt. 10c; oz. 25c.

**Salpiglossis (VELVET TRUMPET.) F101.** Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Mixed colors. Pkt. 10c.

## Some Little Known but Pleasing Flowers

**Boltonia** Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. Pkt. 15c.

**Mexican Fire Plant** (Heterophylla.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; ¼ oz. 35c. (**Caution! Do not confuse this with Kochia, called Mexican Fire Bush.**)

**Anchusa (Italica Dropmore.)** Perennial. Tall, showy plants, bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.

**Anchusa (Blue Bird.)** Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

**Geum** (Mrs. Bradshaw.) Perennial. Bearing double orange-scarlet flowers second year and after. Pkt. 10c; ⅓ oz. 50c.

**Geum** (Lady Stratheden.) Flowers golden yellow. Pkt. 10c; ⅓ oz. 50c.

### Chinese Forget-Me-Not

(Cynoglossum.) Rich blue. Blooms from seed in short time. Thrives under good or poor conditions. Pkt. 10c; ½ oz. 30c; oz. 50c.

**Evening Scented Stock** (Matthiola Bicornis.) Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "Bicornis." Pkt. 10c; ½ oz. 25c.

**Salvia (SCARLET SAGE.) F102.** Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt. 10c; ¼ oz. 60c; ½ oz. \$1.00. Annual.

**Scarlet Flax (LINUM.) F65.** Bright red flowers. Pkt. 5c; oz. 25c.

**Snapdragons** Many colors of Giant kinds (not rust-proof). Pkt. 10c; ¼ oz. 35c.

**Stocks TEN WEEKS. F103½.** "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades.

**DWARF LARGE TEN WEEKS STOCKS.** In separate colors.

(F0131, BLOOD RED.)

(F0132, CARMINE PINK.)

(F0133, LAVENDER.)

(F0134, PEACH BLOSSOM.)

(F0135, WHITE.)

(F103½, MIXED COLORS.)

Your choice any color or mixed. Pkt. 10c. Any 3 Pkts. for 25c.

**Wild Cucumber F115.** A quick-growing annual—30 feet in a season. Soak seed in warm water 24 hours. Pkt. 10c; oz. 25c.

**LONG'S "Hit or Miss" F125.** "Surprise" mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a hit with all who try it. Large pkt. 10c.

### Super Wired Wood Labels

Took me YEARS to locate the real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Very useful in garden also. Will supply you these labels at: 100 for 40c; 200 for 75c; 500 for \$1.60; 1,000 for \$3.00, prepaid.

**Evening Primrose** (Oenothera Lammiana.) Plants 2 to 4 ft. Blooms from seed sown outdoors from early spring to June. **The large yellow, fragrant blooms open at twilight.** Do not confuse with Evening Scented Stock (Bicornis). Pkt. 10c; ½ oz. 30c; oz. 50c.

**Money Plant** (Lunaria.) Oval seed pods, translucent and silvery, have given this unusual plant its whimsical common names. **Sprays of it are ornamental with straw flowers in winter bouquets,** and it is chiefly for this purpose that it is cultivated. It is a biennial, but it may be treated as an annual if the seed is sown early. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

### Seeds for Rock Gardens

We have never gone into the Rock Garden phase of gardening, but in answer to a demand from our customers for good but inexpensive seeds for Rock Gardens and similar uses, we have secured from seed specialists the following seeds.

**Rock Garden Seeds. Annuals,** in mixed varieties and colors. Pkt. 10c.

**Rock Garden Seeds. Perennials,** in mixed varieties and colors. Pkt. 20c.

**From New York:** I am writing to thank you for the "Long" count on my recent order. You surely give your customers their money's worth.—A. N. G.



# *LONG'S* Delightful Dahlias for 1937

## Five Dahlia Types

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.

## Dahlia Specials

Any **FIVE** 30c kinds for \$1.00. Additional 30c kinds at 25c each.

Any **THREE** 40c kinds for \$1.00. Additional 40c kinds at 30c each.

Any **THREE** 50c kinds for \$1.20. Additional 50c kinds at 40c each.

Any **TWO** 75c kinds for \$1.20. Additional 75c kinds at 60c each.

Any **TWO** \$1.00 kinds for \$1.50. Additional \$1.00 kinds at 75c each.

These offers apply to regular prices per each, and not to Collections or Lost Label Special.



Margaret Woodrow Wilson—Decorative

## Superb Named Dahlias

All Dahlias Priced Prepaid  
(Prices are for Divisions)

**Amun Ra** (Dec.) A mammoth Dahlia borne on stout stems of good length. The flowers are gorgeous. A combination of copper, orange and golden bronze. Each 50c.

**Avalon** (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. Each 40c.

**Blue Bird** (Dec.) A fine large flower on excellent stems. Probably the nearest approach to a blue yet originated. In the twilight it appears quite a distinct blue. Each 50c.

**Chemars Eureka** (Dec.) A superb pure white. Stems long and wiry and erect. Flower large and of perfect form. An ideal white for cutting. Each 75c.

**"Dee-lighted"** (Show.) Pure white. Largest of show dahlias. Each 30c.

**Eagle Rock Sunshine** (Cactus.) Deep shade of yellow. Very large flowers, held erect on strong, upright stems. Each 50c.

**Girl of Hillcrest** Blooms quite early and continuously. Color is apricot buff or cadmium orange. A vigorous grower with long stems. Each 75c.

**Elizabeth Long** (Hy. Cactus.) A giant plant, producing immense flowers. The color combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting. Each 75c.

**Gero's Pink** (Show.) Rich pink, beautifully quilled. Each 30c.

**Helen Hollis** (Show.) Beautifully quilled, bright red. Each 30c.

**Jane Cowl** (Dec.) A massive decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper toward center. Each 40c.

**Grace** (Dec.) Similar to Jersey's Beauty in form, but will give you twice as many blooms. It might be called a "bloom-ing fool," from early to late with centers perfectly full, stems long and stiff, but not clumsy. Color, pure white tipped and suffused lavender. Each 50c.

**J. D. Long** (Dec.) Flowers are always full and well formed. Stems long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each 50c.

**Jean Hare** (Hy. Cactus.) Golden yellow when flower first opens. Turns to gorgeous apricot-buff, the outer rows of petals golden bronze. Each 40c.

**Jersey's Beauty** (Dec.) Beautiful pink, excellent stem, fine keeping qualities. Each 40c.

**Kathleen Norris** (Dec.) An immense bloom, informal decorative in type, true rose-pink—later deepening to mallow-pink. Full-centered flower of great depth. Each 50c.

**Kemps White Wonder** (Hybrid Cactus.) Flowers very large on fine stems, pure white and of good substance; one of the best of all whites. Each \$1.00.

**Kiwanian** (Peony.) Long, wiry, 18-inch stems. Plant strong and tall. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Color, rich American Beauty red, shading to purple red. Each 50c.

**Little Jewel** A miniature decorative. Popular as a cut flower. Color, peach blossom pink. Each 30c.

**Margaret Woodrow Wilson** An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower. Profuse bloomer. Illustrated in opposite column. Each 50c.

**Monmouth Champion** (Dec.) Has brilliant orange-flame blooms borne very freely on strong, vigorous plants. Of enormous size. Each 50c.



**Mrs. Alfred B. Seal** (Dec.) An outstanding exhibition Seal dahlia. Pure glowing old rose or violet rose. No other dahlia like it. Each 75c.

**Mrs. Carl Salbach** (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

**Mrs. Ida De Ver Warner** (Dec.) Exquisite soft orchid. Very large. Splendid for cutting. Each 30c.

**Murphy's Masterpiece** A very large, deep velvety red decorative dahlia of medium height. Each \$2.00.

**Nanaquaket** (Dec.) Most beautiful shade of delicate orchid pink, each petal bordered with a hair line of deeper orchid color. Each 50c.

**Pride of Fort Morgan** (Dec.) A giant red decorative. "A whale of a dahlia." (Stem weak for size of bloom.) Each 50c.

**Radio** (Dec.) Without a doubt one of the greatest dahlias ever originated. Can be grown 11 to 12 inches in diameter. Color, blood red, edged and tipped with yellow. Each 50c.

**Rollo Boy** (Hy. Cactus.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. Each 50c.

**Rosa Nell** (Dec.) Pure, bright rose. Immense flowers. Each 40c.

**Rose Fallon** F. D. (Dec.) Flower of enormous size, held erect on straight, strong stems. Color, deep old gold. Each 50c.

**Sanhican's Monarch** (Dec.) Rich Tyrian rose center. Tips lighter. Each 50c.

**Sanhican's Peach** (Dec.) Color the shade of a ripe peach, with real peach-cheek glow. Each 50c.

**Satan** (Hybrid Cactus.) A giant red that is sometimes tipped with gold. Unusually strong plant growth with fine stems. Each \$1.00.

**Seal's Californian** (Informal Dec.) Beautifully formed flowers of golden yellow at the center (lighter outside) with a suffusion of red-amber on reverse of petals. Tips of petals shaded bronze and rose pink. Each 50c.

**The Commodore** (Dec.) Very large loose petaled lemon yellow, overlaid with golden sheen. Each \$1.00.

**Tom Joy** (Dec.) A giant decorative, with strong stems to support the massive blooms. Beautiful blending of autumn shades, bronze and old rose. Each \$1.50.

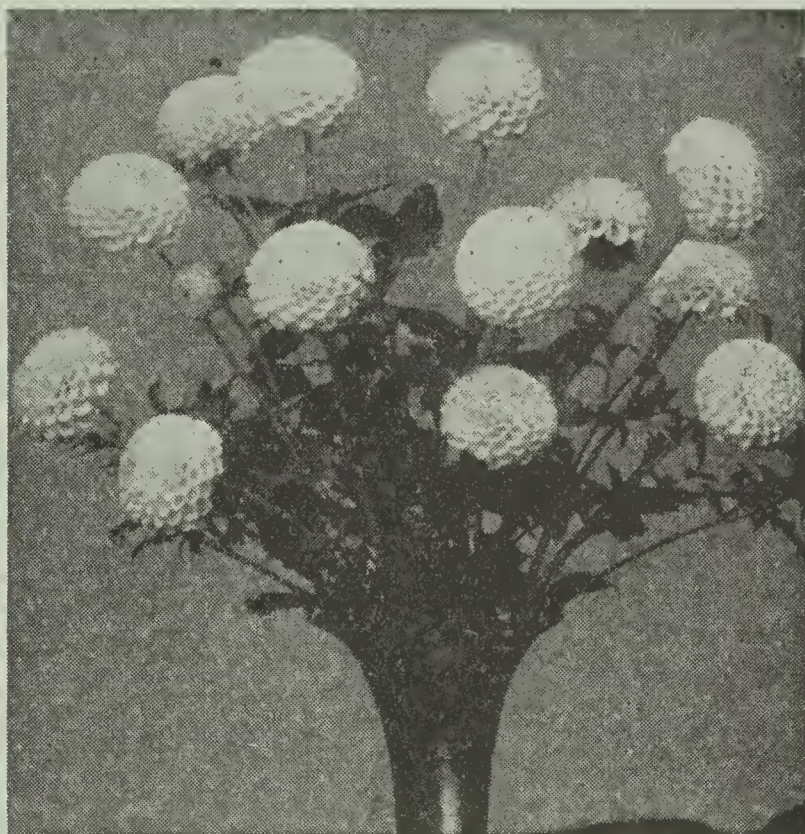
**Virginia Rae** (Dec.) (1931.) A large flower ranging from 6-8 inches in diameter. Evenly formed and quite full. Color, old gold shaded to light terra cotta. Each 50c.

**Waterloo** (Hy. Cactus.) (J. W. Phlager origination.) A beautiful dahlia of large size and perfect form. Stems long and wiry. Color, orchid pink. Each 75c.

**"William G."** (Hybrid Cactus.) Very unusual and lovely. Flowers large, petals narrow, thickly set, and considerably twisted. Color mostly henna or red tones, with suffusion of apricot. Some blooms show more of the apricot than others. The fantastic petals, and coloring, very charming. Each 50c.

**Lost Label Dahlias** All good kinds, but labels lost in handling or storing. Or same may be from stocks we have in large supply and labeled. Special price, NONE labeled, our selection of kinds; 4 for \$1.00; 9 for \$2.00.

## Darling Dahlias— Cute Little Pompons



Pompons are the show or quilled type. Some blossoms are almost as round as a ball. The charm of these Pompon, Lilliput, Pewee or Midget Dahlias is due to their being small, prim and precise, instead of big, careless and informal.

Pompons measure only 2 inches or less in diameter. Don't enrich the soil for pompons. Work for size of bloom on your mammoth varieties, but keep the Pompons small and "just as sweet as they are."

Pompons "bloom and bloom and bloom." They are the answer to the question, "Why don't Dahlias last longer in bouquets?" Well, Pompons DO last longer. And such charming bouquets as they make!

**AMBER QUEEN.** Rich old gold.

**BRONZE PAPOOSE.** Rich bronze, shaded amber.

**CLARA HARSH.** Yellow, tipped crimson.

**DARKNESS.** Rich dark red or maroon.

**DEE DEE.** Pure lavender of perfect form.

**GOLDBLOCKS.** Gold, deepening at center.

**JESSICA.** Yellow, tipped red.

**JOE PETTIE.** Pure white. Excellent.

**LITTLE BEESWING.** Cherry, shaded amber.

**LITTLE DORRIT.** Maroon-purple.

**LITTLE EDITH.** Perfect form. Primrose-yellow, tipped bright carmine.

**RED PAPOOSE.** Vivid red.

**ROSEBUD.** White edged rose.

**ROSE WILMOTH.** Rose pink. Fine form.

**SUNNY DAYBREAK.** Lemon, tipped cardinal.

**WHITE PAPOOSE.** Pure white. Good stems.

**YELLOW GEM.** Pure yellow. Best of the yellow Poms.

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**POMPON PRICES:** Any of these POMPON dahlias, labeled, at 30c each; 2 for 55c; 4 or more, alike or assorted, at 25c each.

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## Mixed Pompons

Leave it to me to send you a dandy mixture of these cute little Pompons (none labeled) at 5 for \$1.10; 10 for \$2.00, prepaid.





## Ev's "Extra Edition"

As announced two years ago, my son Everett is now associated with me in this international mail order business that has been my hobby as well as my business for over a quarter of a century.

He is taking hold fine. Main trouble is to jar me loose from many things I've always done but he can now do as well as I and even better in many instances.

As we were preparing this catalogue I said to Everett, "Why don't you do something special, Ev, to let our customers know you are on the job and keenly interested in making them not only satisfied but happy in their dealings with us? Offer some specials that I've never offered. Go to it!"

In the language of the radio announcer, "I present to you Mr. Everett Curtis Long." J. D.

And here I am with some specials that should meet with your approval. Let's see if they do.

## Mixed Vegetable Seeds

Not for sale, but free with orders

Got this idea from Dad. For years he has put up mixed radish seed and sent a package free with each order while the supply lasted.

Many former customers will recall the printing on that envelope—about Jack Spratt and his wife. Mr. Spratt, you recall, could eat no fat, while Mrs. Spratt could eat no lean. But teamwork licked the platter clean.

The idea was, and is, that in any family one likes round red radishes, another pines for long white ones, and still another wants 'em red but with white tips, and so on. The MIXTURE of radish seed is sure to produce radishes to suit every one at the table.

I'm multiplying that Jack Spratt radish idea by ten. Am offering the following 10 kinds of vegetable seeds, in mixtures, and at no extra cost to you.

**BEETS  
CABBAGE  
CARROTS  
CUCUMBER  
LETTUCE**

**MUSK MELON  
ONION  
RADISH  
TOMATO  
TURNIP**

Here's the plan. With any order of 50c to \$1.00 you may select any one of these 10 kinds of vegetable seeds in our own special mixture. With larger orders, you may choose any packet mixed vegetable seeds listed at the rate of one packet for every 50c worth of your order. You may pick different kinds or take several packets of the same vegetable. **One packet mixed vegetable seeds for each 50c worth of anything ordered from this catalogue and let's see how you like this idea.**

## More About the Spratts

Funny, isn't it, how often no two members in a family care for the same things, whether it's radishes, magazines, or radio programs?

By the way, that gives me an idea. I wonder how Jack Spratt and his wife would solve the radio problem? Not so simple as licking the platter clean.

Can't you visualize the Spratt family at the table, enjoying Radishes, Onions, Carrots, etc., grown from my special Spratt mixtures, each one selecting the size, shape and color he or she prefers!

I'll bet Mr. Spratt grabs off one of those Crimson Giant radishes that will grow ever so large without getting pithy, while Mrs. Spratt nibbles at a white-tipped small variety. Jackie Junior may go in for a long red radish while Genevieve Spratt is crazy about that white Icicle.

And when it comes to Onions, that Spratt mixture we send you will produce so many types and colors that papa and mama Spratt and all the Sprattlets can chaw and cry over his or her favorite Lily. They do say the Onion belongs to the Lily family.

**Final Spratt Notice.** Be sure to select and write down the free packets of Spratt seeds you want with your order, at the time you order. Do not come a-running all out of breath later on for these mixtures. They are to be selected and shipped with your regular order. And free. One packet with each 50c worth ordered from this catalogue. (NOTE. Free seed offer is for these mixed vegetable seeds only.)

While we're at it, let's not forget the beautiful flower garden a few cents' worth of seeds will produce. Try this

## Special 88c Flower Collection

One packet each of:

**ALYSSUM  
ANNUAL BABY'S BREATH  
ANNUAL LARKSPUR, Mixed  
ASTER, Special Mixture  
BACHELOR BUTTON, Double Mixed  
CALENDULA, Mixed  
CHINESE FORGET-ME-NOT  
DOUBLE HYBRID NASTURTIIUM  
EVENING PRIMROSE  
MARIGOLD, Mixed  
MASTODON ZINNIAS, Mixed  
MEXICAN FIRE BUSH  
"POPULAR POPPIES," Mixed  
SHIRLEY TEMPLE SWEET PEA, 18 Seeds  
SNAPDRAGONS, Mixed**

This grand collection (value \$1.50) for 88c prepaid. (No change in list permitted at this special price.)

## Connoisseur's Classy \$1.00 Collection

One packet each of:

**ASTER, LOS ANGELES  
BACHELOR BUTTON, BLUE BOY  
CALENDULA, CAMPFIRE  
COSMOS, SENSATION  
EARLY WONDER ZINNIA, GYPSY  
ICELAND POPPY, YELLOW WONDER  
LINARIA, FAIRY BOUQUET  
MARIGOLD, SUNSET GIANT  
NASTURTIIUM, SCARLET GLEAM  
SNAPDRAGON, Rust Proof Maximum Mixed**

All ten packets of these new novelties (value \$1.75) for \$1.00, prepaid. (No change in list permitted.)



# Look Who's Here

## Shirley Temple

**... a new glad!**

A beautiful new heavily ruffled immense cream, with deeper yellow throat.

Six well placed blooms of heavy substance on a long spike of eighteen florets. Edges of petals beautifully frilled. You will say that the name, SHIRLEY TEMPLE, just fits.

Husky foliage, yet grows from five to six feet tall, and is a good propagator. Quite likely to bloom from bulblets, the spike and blooms being smaller, of course, than from bulbs, but lovely.

This wonderful new Glad, originated by D. S. Pruitt, is one of the best of this year's introductions and is destined to become as popular a star with Glad lovers as its namesake is in the movies.

Shirley and her parents saw this Glad on display and graciously consented to its being named for America's little sweetheart.

**PRICES:** (Large bulbs \$10.00 each) (Medium bulbs \$7.50 each) (Small bulbs \$5.00 each) (Bulblets \$1.00 each).



**A Deep Red Glad ...**

## Rewi Fallu

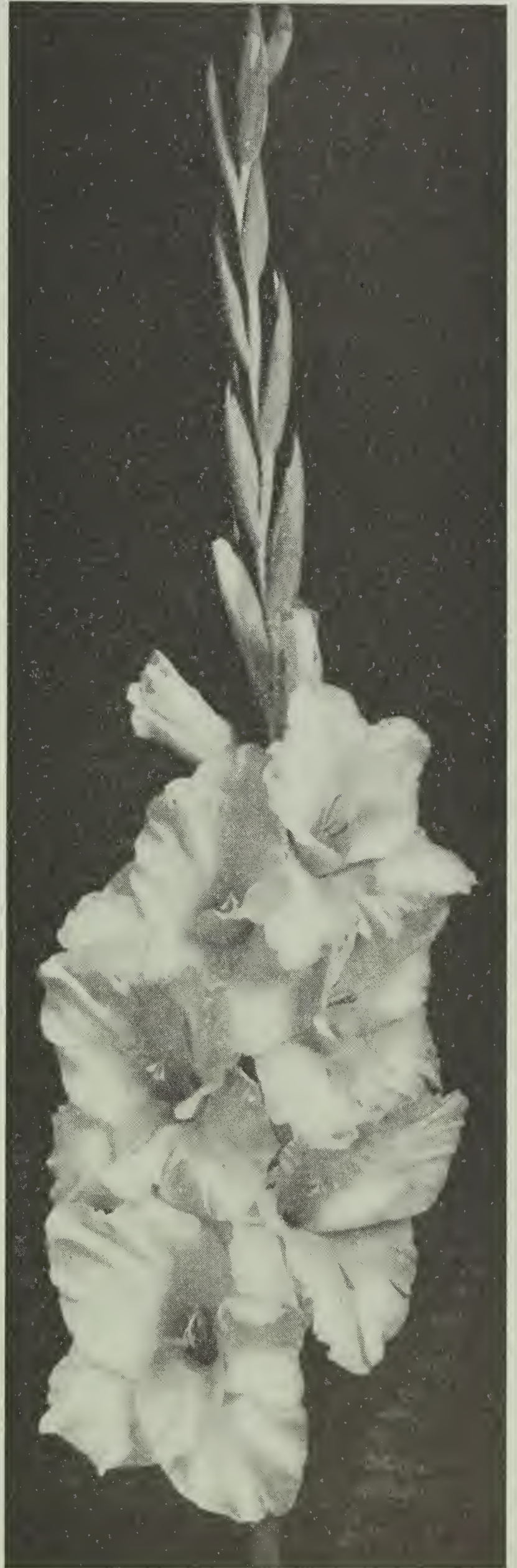
Early deep blood red. Eight or more gigantic blooms opening on a tall, straight spike with nearly all remaining buds showing color. Originated by Fallu, noted Australian hybridizer.

Grows over five feet tall, and is claimed by some Glad experts to be the finest deep red Gladiolus yet introduced.

Similar to BILL SOWDEN in type, placement and color, but more massive, and superior in every way.

Fine propagator. Bulblets will often bloom with good culture. Put this on your list as one of the "must haves."

**PRICES:** (Large bulbs \$10.00 each) (Medium bulbs \$7.50 each) (Small bulbs \$5.00 each) (Bulblets \$1.00 each).



Shirley Temple



# Gladiolus Bulbs FOR WINTER AND SPRING DELIVERY

👉 Kinds, Sizes and Prices in This Catalogue Cancel All Former Listings or Offers 👈

## Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1¼ inches up, mixed sizes. This size is designated by the letter "L".

**MEDIUM BULBS** measure ¾ inch to an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium Bulbs** are designated by the letter "M".

**SMALL BULBS** are designated by the letter "S". They will average nearly half-inch in diameter. **Not sold as blooming sizes.**

**NOTE:** It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L, M or S.**

## What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but some will bloom, producing smaller spikes.

**Medium** and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets. **Large** and **Medium** bulbs best for blooms.

## Prices, Terms, Delivery

I prepay Glad orders amounting to \$1.00 or more. (Except at wholesale as noted.)

**Each item on your Glad order must amount to not less than 10c.**

**TERMS:** Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we are ready to ship.

**DELIVERY:** (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be **SURE** to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

All Glad prices are prepaid to you **EXCEPT** lists plainly marked **F. O. B. Boulder**. You pay transportation if ordered at F. O. B. rates.

**Second Choice, Please** Sooner or later some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send **another size**. Or if you wish, say we may send something **good**, our selection, from kinds we have yet in good supply.

## How to Send Money

I prefer P. O. Money Orders but accept checks. **Banks now charge us collection fee on checks**, so please avoid, if convenient to you, sending checks for small amounts. For small amounts, stamps, coin or currency usually safe if sent in our strong return envelopes. Everything considered Money Orders best for us, and less risk for you. But send **any way** that is best for **YOU**.

## If You Pay Transportation

As noted elsewhere in the following pages, I prepay all but wholesale lots.

**BUT**, many customers have been much pleased with my special proposition in the past.

If the customer pays express on Glads priced prepaid, I will send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order, or some good kinds, my selection, or maybe both.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to **COVER SENDING COSTS ON PREPAID ITEMS.**"

On good size orders express usually cheaper, as bulbs take a special second class rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit postage later. **We keep no postage accounts.** Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you **more than enough extra stock** to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

We ship bulbs all winter. Prefer to ship soon as order is received, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

## "Glad Gossip," 10 Cents

"Glad Gossip" is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about eight pages are given to **thrips**. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. "You'll be surprised."

Free with Glad orders amounting to \$1.00 or over, if asked for when order is sent. Really ought to have required a larger order for free copy, but send as big an order as you can, \$1.00 or more, and "Gossip" is yours. Otherwise, 10c. please.

## LONG'S Long Count

Your GLAD orders will be filled liberally. I could promise you more for your money but I like to surprise you by doing better than I offer. The larger the order, the more liberal the overcount.



# Choice Named <sup>VARIETIES</sup> OF <sup>Gladiolus</sup>

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate; but must amount to not less than 10c.)

**These Prices Prepaid  
Bulbs Plainly Labeled**

**Acadia** (Palmer.) Geranium-pink. Large. Lovely. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 2—10c; 10—40c).

**Aflame** (H.) Giant begonia-rose. (L. 2—12c; 10—50c) (M. 10—30c).

**Aida** (Pf.) Rich, deep violet-blue. Large, tall, straight, early, strong grower. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Alayne** (Kinyon.) Beautiful new shade of light rose. Never flecks. Straight stems. Blooms somewhat ruffled and all face one way. Splendid keeper when cut, opening up perfectly to the last tip. (L. \$1.60) (M. 90c) (S. 40c).

**Albatross** (Pf.) Large pure white. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c).

**Amador** (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

**Apricot Glow** (Palmer.) As named. (L. 2—12c; 10—50c).

**Arabella** (Pf.) Glossy, dark purple, almost black. Large florets; heavy texture. Tall exhibition variety. (L. Each, \$1.00) (M. 60c).

**Ave Maria** (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Bagdad** (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Berty Snow** (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c).

**Betty Brown Eyes** (Briggs.) Orange, maroon blotches on two lower petals. (L. 10c; 10—80c) (M. 2—15c; 10—60c).

**Betty Co-Ed** (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Betty Nuthall** (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 10—30c).

**Bill Sowden** (Fallu.) Very large deep red. Favorite Australian Glad. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Blue Admiral** (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. Added to these good qualities is its healthy growth in field and good keeper in storage. One of my good friends and "fierce competitors" who has studied "blue" Glads more than I have says, "This is perhaps the most promising all-purpose variety of the darker 'blues' and a worthwhile addition to this class." (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20)

**Blue Danube** (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large well spaced and faced blooms. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Blaue Schonheit** (Pf.) New. Light blue with edges of petals overlaid violet-blue. Wide opened florets. (L. Each, \$4.00).

**Blue Triumphator** (Pf.) Largest of the near blues. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).



MR. W. H. PHIPPS  
"THE WONDER GLAD"  
GROWN BY J. D. LONG



**Bob White** (Zimmer.) Immense white with two rose lines on lower petals. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

**Champlain** (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—14c; 10—60c).

**Charles Dickens** (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Charles Lindbergh** (Prestgard.) Pink with light throat. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

**Christabel** (Mitsch.) Shrimp pink with cream throat. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c).

**Commander Koehl** (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

**Coronado** (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c).

**Coronation** (Palmer.) Light salmon, shading to cream. Exhibition type. (L. 10c; 10—60c) (M. 2—10c; 10—30c) (S. 10—20c).

**Coryphee** (Pf.) Soft pink with white throat. Large blooms. (L. 2—15c; 10—60c).

**D. A. Hay** (New Zealand.) Large pink with cream throat. Many open. Exhibition type, prize winner in N. Z. (L. 40c; 10—\$3.20) (M. 20c; 10—\$1.60).

**Damascus** (Stevens.) Deep rose-purple, overcast blue, red blotch. One of the most popular smokies. (L. 10c; 10—60c).

**Debonair** (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

**Do-X** (Pf.) Amber yellow. Good form, good size. Long spikes. (L. 60) (M. 40c).

**Dr. F. E. Bennett** (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—30c).

**Dr. Durr** (Pf.) New white with cream throat. Very early. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

**Dr. Hoeg** (Hoeg.) New, outstanding, very dark, glossy red. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.20).

**Dr. Moody** (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c).

**Dr. Nelson Shook** (K.) Tyrian-rose. Ruffled. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Duna** (Palmer.) Soft light pinky buff. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 3—10c; 10—25c).

**Early Dawn** (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—18c).

**Edith Robson** (Australia.) Light salmon-rose with reddish blotch. Very tall, strong growing plant with immense spike of bloom. A winner as an exhibition and cut flower variety. 10 to 12 well placed blooms open. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

**Emile Aubrun** (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Fata Morgana** (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 2—12c; 10—50c) (M. 10—25c).

**Flaming Meteor** (Mitsch.) Extra large, red blooms, five or six open at a time. One of the tallest, most spectacular Glads grown. A real novelty. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c).

**Gate of Heaven** (Pf.) Medium spike, strong growing pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Giant Nymph** (Coleman.) Pink with creamy throat. Tall. (L. 2—12c; 10—50c).

**Gladdie Boy** (Bill.) Extra early decorative pink with deep yellow throat. Ruffled, and very lovely. Good for cutting and valuable because so early. (L. 2—12c; 10—50c) (M. 10—25c).

**Golden Cup** (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 2—15c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

**Golden Dream** (Groff.) Tall deep yellow. (L. 2—12c; 10—50c).

**Gold Mine** (Briggs.) Large, yellow, similar to Golden Measure, but better. (L. 10c; 10—70c) (M. 2—10c; 10—40c).

**Graf Zeppelin** (Pf.) Brilliant red. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Helen Wills** (Salbach.) Clear large white, shading to soft cream on lower petals. Tall, vigorous, straight spike, lovely blooms of remarkable keeping qualities, well placed. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Hercules** (Crow.) New shade of clear buff. Tall massive spike. Blooms large. (L. 40c) (M. 30c).

**Heritage** (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40).

**Isola Bella** (Pf.) New. Cattleya pink with a soft lilac hue. The wide open florets are slightly ruffled. (L. Each, \$4.00).

**Janet** (Crow.) Smoky gray shaded peach pink. Unique. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**J. S. Bach** (Pf.) Immense salmon-orange. (L. 35c).

**Johann Strauss** (Pf.) Salmon-pink to peach-red, with yellow throat. (L. 60c) (M. 40c).

**Jonquil** (Palmer.) Clear deep yellow without markings. (L. 60c) (M. 40c).

**Jonkheer Van Tets** (Pf.) Grand immense white. (L. 10c; 10—70c) (M. 2—10c; 10—40c).

**King Arthur** (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Lady Eaton** (Palmer.) Soft Venetian pink, with nearly white throat. (L. Each, 50c) (M. 30c).

**La Paloma** (Dusinberre.) Vivid orange. One of the earliest. (L. 2—12c; 10—50c).

**Libelle** (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 3—10c; 10—30c).

**Linalee** (D.) Large rich pink, apparently a Phipps seedling. (L. 10c; 10—80c) (M. 2—10c; 10—40c).



**Lindesta** (Palmer). Salmon-rose with cream throat. Tall spike. Large. (L. 15c; 10—\$1.20).

**Londonderry** (Christ.) Giant rich orange with faint smoky cast over all. Touch of carmine in the throat. A giant in both plant and flowers. Outstanding. (L. Each, \$2.00) (M. \$1.00) (S. 60c).

**Loyalty** (Austin.) Very clear yellow of good size. Sturdy grower, straight spike. (L. 2—14c; 10—60c).

**Ludwig Beethoven** (Pf.) Smoky mauve. (L. 12c; 10—\$1.00).

**Makenu** (New Zealand.) Large wide open ruffled florets of orange shade, with scarlet blotch. Similar to Pfitzer's Triumph in color. Does not burn in sun. (L. each, \$1.50) (M. \$1.00) (S. 60c).

**Maid of Orleans** (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 2—16c; 10—70c) (M. 2—10c; 10—40c) (S. 3—10c; 10—30c).

**Mammoth White** (U. B.) Immense white. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Marjorie Morrill** (Jacobs.) Creamy pink. Basket of Marjorie won blue ribbon at New England Glad Show, 1934. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

**Marmora** (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Maunga** (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. (L. Each, \$1.50) (M. \$1.00).

**Margaret Fulton** Superb early salmon decorative. A distinct shade, different from the color of any other variety. Great favorite with florists on account of its rich color. Fine habits. Has been high priced but increases fast, hence these low prices. (M. 10—25c) (S. 10—15c).

**Mildred Louise** (Wentworth.) Marvelous strawberry pink. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Milford** (New Zealand.) One of the top-notch originations to date. Clear azure-blue, slightly darker at edges of petals. But practically free from stripes, streaks, spots and blotches. Unusually clear even tone of lovely light blue. Some florets show a little deeper color in throat. Flowers very large, 9 open. Spike and placement good. I'm strong for this stately, sturdy, healthy, beautiful giant Glad. It's a winner." (L. each, 80c) (M. 50c).

**Minuet** (J. C.) Large lavender. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Miss Des Moines** (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Miss Greeley** (L. 2—14c; 10—55c) (M. 3—10c; 10—30c) (S. 10—20c).

**Miss New Zealand** (New Zealand.) The sensational gigantic introduction that all Glad fans are talking about. Color, salmon-apricot, suffused rose with blotch of ripe peach. The Glad that put New Zealand on the Glad map. Gigantic in every way. Good propagator and therefore now much cheaper than when introduced several years ago. (L. Each, \$1.25) (M. 80c) (S. 50c).

**Mother Machree** (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Morocco** (Pf.) Very dark maroon. Buds almost black. Large. (L. 2—14c; 10—60c; 100—\$4.00) (M. 10—30c; 100—\$2.40). Prepaid.

**Mrs. E. A. Rides** (New Zealand.) Large blue lavender with reddish center. Eight large florets open. (L. each, 90c) (M. 60c).

**Mrs. E. J. Heaton** (Heaton.) Glowing salmon with clear cream throat. Has as many as eight large flowers open on tall, strong, straight spikes. Something like Mildred Louise in general appearance. Originated in my home state, Iowa, by my good friend, Foss Heaton, who knows his Glads. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—12c; 10—50c).

**Mr. W. H. Phipps** (D.) "The Wonder Glad." La France pink. (L. 2—12c; 10—50c) (M. 10—25c).

**New Era** (Ellis-Majeski.) Eosine pink blended with La France pink. A pink that is PINK. Soft cream throat, white midribs. Extremely ruffled (very frilled). 10 open florets, 18 florets and buds. Good placement and always straight. Heavy texture. Under subdued light it has no equal. (No. 1, each, \$8.00) (No. 2, \$7.50) (No. 3, \$6.75) (No. 4, \$6.00) (No. 5, \$5.00) (No. 6, \$4.00) (Bulblets, each, 60c; 10—\$4.80).

**Ninth Symphony** (Pf.) New. A first class exhibition variety. Color vivid salmon red with silky sheen without any markings. The florets are very large, wide opened, of good lasting substance and excellently placed. (L. each, \$2.50) (M. \$2.00) (S. \$1.25).

**Our Selection** (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Pelegrina** (Pf.) New near blue. (L. 10c; 10—70c) (M. 2—10c; 10—40c).

**Pensacola** (Christ.) Pure scarlet red. No markings. Very attractive. Some say the best in its color class. (L. each, \$2.00) (M. \$1.00) (S. 60c).

**Pfitzer's Triumph** (Pf.) Immense blooms of salmon-orange. Usually classed with reds. (L. 2—12c; 10—50c).

**Picardy** (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Pirate** (Palmer.) Shades of carmine and pomegranate-purple. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—30c).

**Pititi** (New Zealand.) Salmon-apricot flaked darker. Throat powdered henna. Plant, spike, florets very large, 10 to 12 open. Champion bloom at Papanui, New Zealand show 1934. (L. each, \$1.00) (M. 60c) (S. 40c).

**Polar Ice** (Pf.) Absolutely white, straight spike, florets of good size. This variety is one of the earliest whites, and therefore a valuable commercial. I was one of the first to import Polar Ice, in 1931. (L. 12c; 10—\$1.00) (M. 2—16c; 10—70c).

**Prairie Gold** (Corrington.) Rich deep yellow. Carmine on tips and reverse side of petals. Buds and blooms lie close to stem. Spikes straight and strong. Habits good. The color is very unusual. Won first prize at National Show, South Bend, Ind., 1935. (L. \$1.50) (M. \$1.00).

**Premier Henry** (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. each, 50c) (M. 35c).

**Primrose Princess** (Salbach.) Very large, stately, wide open primrose yellow. 5 to 7 open. Tall strong spike with long flower head. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).



**Prof. Slogteran** (Holland.) Pure flesh pink; carmine feather. Straight spike. Large. (L. 2—16c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

**Rameses** (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Rapture** (Palmer.) Medium light salmon with diffused creamy blotch. (L. 2—14c; 10—60c) (M. 3—14c; 10—40c) (S. 10—25c).

**Red Phipps** (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 2—14c; 10—55c) (M. 3—10c; 10—30c) (S. 10—20c).

**Red Prince** Unusual. Rich red decorative with velvety crimson throat. Edges ruffled. Not immense but good size. Tough straight spike. Habits good in every way. You will enjoy a few of these. My supply small. (L. 15c; 10—\$1.20).

**Redwood Beauty** (Majeski.) Something like the popular "Our Selection," but larger, brighter, and more dazzling and spectacular. Bulb-lets very hard to germinate. Better buy bulbs of this. (L. \$1.20) (M. 75c) (S. 50c).

**Rideau** (Palmer.) Smoky salmon shade. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Salbach's Orchid** (Salbach.) Similar to Minuet but pink—the shade of a Cattleya orchid. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Salbach's Pink** (Salbach.) Large geranium-pink. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Scarlet Wonder** (Cowee.) Immense brilliant red. (L. 2—14c; 10—60c).

**Schwaben Girl** (Pf.) Pure pink without markings—strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 10—30c).

**Smiling Maestro** (Christ.) Deep salmon-rose, flaked brown. Large exhibition type. (L. 40c; 10—\$3.20) (M. 20c; 10—\$1.60).

**Solveig** (Prestgard.) Large ruffled white with carmine feather. (L. each, 75c) (M. 50c) (Blts. 5 for 25c).

**Sonatine** (Pf.) Atlas-rose with small cherry-red blotches. Florets very large with broad petals, and strongly attached to spike. Tall, strong, straight spikes. Considered one of Pfitzer's best. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—15c; 10—60c).

**Southern Cross** (New Zealand.) Large deep red, about the color of Commander Koehl, but different. Good in every way. (L. 12c; 10—\$1.00) (M. 2—16c; 10—70c).

**Spirit of St. Louis** (D.) Fine early orange saffron. Large spike with many open. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Spray of Gold** (Palmer.) Deep clear yellow. Waved petals. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Star of Bethlehem** (Pf.) New pure white similar to Maid of Orleans, but still larger. A winner. Scarce now. (L. 25c) (M. 15c).

**Stuttgardia** (Pf.) Large brilliant red, no blotches. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c).

**Sultan** (Crow.) Large, velvety, rosy-red, ruffled. Many open. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

**Sunshine Girl** (Stevens.) Clear pink with lovely yellow throat. Beautiful. Early. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Sweetheart** (Prestgard.) Lovely decorative white with pink edges. (L. 2—16c; 10—70c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Taiaroa** (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large well placed florets open at once. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 10c; 10—80c).

**Takina** (New Zealand.) Another giant as large as Miss New Zealand, but entirely different in color. The plant, spike and flowers are massive. Color, rosaline purple, lightly flaked darker. (L. each, \$1.80) (M. \$1.25).

**Tawhaki** (New Zealand.) Terra-cotta, blooms with chocolate blotch. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.30).

**The Moor** (Palmer.) Deep rose-red blooms, somewhat ruffled. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00).

**Tip Top** (Pf.) Another new red from Europe. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60).

**Toa** (New Zealand.) Another large husky Glad from New Zealand. Tall, straight spike. Florets large, well placed and plenty open. Color, rosy salmon, with darker blotch. Very robust, strong, healthy grower. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

**Virginia Skelly** (Kunderd - Skelly) Dainty, graceful, ruffled pink and cream. (L. 20c) (M. 15c) (S. 10c).

**Wasaga** (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—20c).

**Whero** (New Zealand.) Immense scarlet-red with darker flecks at outer edges. The large blooms are of good lasting substance. Stock very scarce in New Zealand and other countries. (L. each, \$2.00).

**Wurtembergia** (Pf.) Very large red with white throat. One of Pfitzer's best. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

**Early Bird Mixed** Mixed from good named varieties, early blooming kinds. Miss Greeley and other good earlies included. My selection. None labeled. (L. 10—60c; 50—\$2.20; 100—\$4.00) (M. 10—40c; 50—\$1.50; 100—\$2.80). Prepaid.

**Exhibition Mixed** Each order mixed from fine named varieties, my selection, none labeled. (L. 10—55c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00). Prepaid.

## Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or, if you wish, say we may send something good, our own selection, from kinds we have yet in good supply. For this help, we will slip you a few extra bulbs as our thanks.



# Gladiolus Collections

## \$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- |                |                       |
|----------------|-----------------------|
| 3 Acadia       | 3 Mammoth White       |
| 5 Aida         | 5 Margaret Fulton     |
| 3 Amador       | 5 Mother Machree      |
| 4 Bagdad       | 5 Mr. W. H. Phipps    |
| 4 Berty Snow   | 5 Our Selection       |
| 6 Betty Co-Ed  | 5 Picardy             |
| 3 Dr. Moody    | 4 Primrose Princess   |
| 3 Dr. Shook    | 4 Rameses             |
| 4 Fata Morgana | 4 Spirit of St. Louis |
| 5 Gladdie Boy  | 5 Sunshine Girl       |

All the above, each labeled, \$3.30, prepaid.

## \$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Medium, \$2.20.

## \$1.80 Labeled Col. "AAA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Small, \$1.80.

## \$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- |                   |                   |
|-------------------|-------------------|
| 5 Bill Sowden     | 4 Libelle         |
| 4 Charles Dickens | 4 Maid of Orleans |
| 6 Commander Koehl | 6 Minuet          |
| 3 Coronation      | 6 Miss Greeley    |
| 3 Damascus        | 4 Pelegrina       |
| 4 Dr. Durr        | 5 Rapture         |
| 7 Early Dawn      | 6 Red Phipps      |
| 6 Golden Cup      | 5 Rideau          |
| 4 Gold Mine       | 6 Salbach Orchid  |
| 3 J. Van Tets     | 5 Spray of Gold   |
| 6 King Arthur     | 7 Wasaga          |

All the above, each labeled, \$5.00, prepaid.

## \$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Medium, \$3.80.

## \$2.90 Labeled Col. "BBB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Small, \$2.90.

## \$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- |                    |                     |
|--------------------|---------------------|
| 4 Amador           | 5 Maid of Orleans   |
| 4 Betty Brown Eyes | 7 Mildred Louise    |
| 5 Bob White        | 5 Miss Greeley      |
| 4 Champlain        | 4 Pirate            |
| 5 Debonair         | 4 Polar Ice         |
| 5 Duna             | 5 Star of Bethlehem |
| 5 Edith Robson     | 7 Red Phipps        |
| 4 Emile Aubrun     | 5 Schwaben Girl     |
| 4 Gate of Heaven   | 4 Southern Cross    |
| 4 Helen Wills      | 4 Sweetheart        |
| 6 King Arthur      | 7 Wasaga            |
| 3 Linalee          | 5 Wurtembergia      |

All the above, each labeled, \$8.00, prepaid.

## \$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Medium, \$6.00.

## \$4.00 Labeled Col. "CCC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Small, \$4.00.

# Gladiolus "Betty Co-Ed"



The Glad with "That School-Girl Complexion"

"Betty Co-Ed," a decorative type, has medium size blossoms. Many measure 4 inches or so.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in fine for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself.

To get a real eyeful of this lovely Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, bowls. Used alone or with suitable green, Betty is a dream. Be sure to arrange a low bowl of Betty Co-Ed tips. It's marvelous!

### Betty Co-Ed Prices Prepaid

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten ....	\$0.60	\$0.50	\$0.30	\$0.25	\$0.20	\$0.15
100 ....	4.00	3.20	....	....	....	....

### \$1.00 Co-Ed Assortment

(All Assortments Prepaid)

(3 No. 2) (10 No. 3) (18 No. 4) (22 No. 5).

### \$2.00 Co-Ed Assortment

(10 No. 2) (30 No. 3) (33 No. 4) (40 No. 5).

**NOTE:** Chances are, certain kinds and sizes in COLLECTIONS will be sold out too soon. The Collections are offered with the understanding we may send another kind or size, if out of any listed, yet giving same value or more. Seldom need to make changes, but best to have it understood, to save time and correspondence.





# Plenty Palmer's Pink Picardy

That's what you think—maybe—when you see this snapshot of one of my Picardy plantings.

But I know better. This would not supply my customers. So I have several other plants as large as this. It's a case of "The More the Merrier."

"Believe it or not," this glorious sea of Pink Picardy was produced from medium and small bulbs. And thousands of spikes were cut and shipped all over the West, before this picture was taken. As the fisherman would say, "The big ones got away." First to bloom always the largest spikes.

## Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

First shown in U. S. A. a few years ago. Talk about a sensation. I first saw it at the National Glad Show in Des Moines, Iowa.

Since then Picardy has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

That price has arrived, 'way ahead of schedule, for reasons I shall explain. Picardy increases amazingly fast. This accounts for prices coming down so rapidly. That's the explanation in a coupla nutshells.

"On your right you will see" a snapshot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

Spike of Picardy grown from a "Long" bulb No. 2 size by W. W. Kurtz, Grand Rapids, Minn. The charming miss is Jane, daughter of Mr. and Mrs. Kurtz. Another snapshot of the same spike taken next day showed 10 big blooms, none wilted. Yes, "What a Glad!"

### Picardy Bulbs, Prepaid

	(5 at 10 rate, 25 at 100 rate)					
	No.1	No.2	No.3	No.4	No.5	No.6
Ten .....	\$0.50	\$0.40	\$0.25	\$0.20	\$0.15	\$0.10
100 .....	4.00	3.00	1.80	1.20	.80	.60

#### PICARDY BULBLETS, PREPAID

	100	1000
Jumbo or Extra Large.....	\$0.25	\$2.00
Mixed Sizes, but none small.....	.10	.60

### Picardy, F. O. B. Boulder

(25 at 100 rate, 250 at 1000 rate)

See Wholesale Lists Elsewhere



Mr. T. Girvan writes from Bridgeport, Conn., Aug. 29, 1934: "Wow, what a Glad! My Picardy from No. 2 bulb bought of 'JD' had 10 giant blooms out and 12 more to come. Glad fans here were amazed."



# The Large, Lovely Glad

## MILDRED LOUISE

MILDRED LOUISE is one of the largest, loveliest and best behaved Glads to date.

**SURPRISINGLY EARLY**, too, for such a large flowered type.

Pure deep salmon-pink, petals tipped strawberry pink, blending to pinary yellow in throat, with faint spectrum penciling.

The stem is tall, strong, flexible, but not clubby.

Very large, wide open florets are faced and spaced exceptionally well, 16 to 22 buds to the spike.

The petals are firm, so much so that one customer said to me, **"That's the Glad with tin petals"**—meaning very resistant to heat and rough handling.

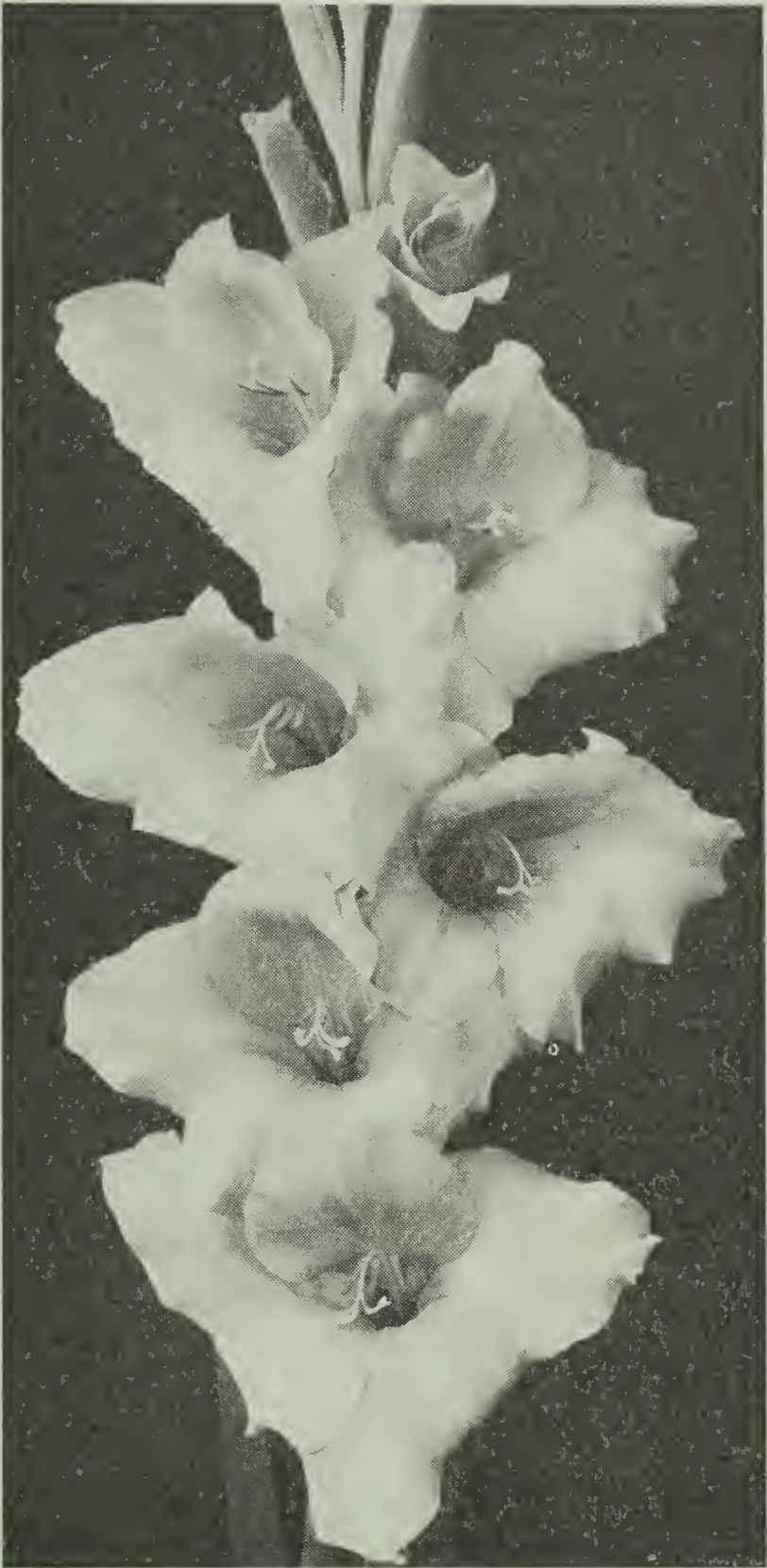
One of the earliest varieties, so large and lovely. A wonderful Glad.

**"It's got what it takes."** One of the real topnotchers with a great future.

Never ask me which is the BEST Glad. None best. But I like this one immensely. It's so all around good, dependable, beautiful, lasting. **"Me for Mildred."**

1937 Prices Reduced One-half

New Mildred Louise Prices						
(Prepaid anywhere the mails go.)						
No. 1 Each	No. 2 Each	No. 3 2 for	No. 4 2 for	No. 5 2 for	No. 6 3 for	
12c	10c	15c	12c	10c	10c	
No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	
Ten ..\$	\$ 1.00	\$ .80	\$ .60	\$ .50	\$ .40	\$ .30
100 ...	8.00	6.00	5.00	4.00	3.00	2.40
Bulblets.... (33—25c) (100—60c) (1000—\$5.00)						



Mildred Louise



Miss Greeley

## Big Early Pink Glad—Miss Greeley

Much like one of its parents, **W. H. Phipps**, but so early that it is done blooming before Phipps begins. Originated by Mrs. Elizabeth Briggs.

What makes **Miss Greeley** especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

**Mr. P. J. Pentecost**, **"The Phipps King"** of Indiana, is enthusiastic about both Miss Greeley and Red Phipps for his cut flower trade.

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him and spikes were fine.

**Miss Greeley** is too early for most Glad shows, hence seldom "among those present." Or, if shown, then usually from small bulbs, or the "leavin's" from patch about out of bloom. Thus has little chance for prizes. Commercial growers who woke up and bought Miss Greeley are cashing in at the early high prices for blooms.

Miss Greeley Prices, Prepaid						
(5 bulbs at 10 rate. 25 at 100 rate.)						
	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten .....	\$0.60	\$0.50	\$0.40	\$0.30	\$0.25	\$0.20
100 .....	4.80	3.60	2.40	2.00	1.60	1.20



## "Betty Brown Eyes"

Orange colored blossoms, all except on the two lower petals. On each of the two lower petals is a maroon blotch, the effect suggesting brown instead of red. Hence the name.

Spike long for cutting, always straight. Florets well placed and spaced. Some blooms 4½ inches. All good decorative size. **Early.**

	No. 1	No. 2	No. 3	No. 4	No. 5
Ten .....	\$1.00	\$0.80	\$0.60	\$0.50	\$0.40
100 .....	8.00	6.00	4.00	3.20	2.80

## Long's Long Season \$1.00 Glad Assortments Prepaid

(Read Conditions Very Carefully)

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about ½-inch up to 1½ inches or so.

The idea is that different size bulbs bloom at different times.

So by planting the assorted sizes you get a **LONG SEASON OF BLOOM** of one variety from the one planting.

I'll send you plenty of bulbs to give you a good big \$1.00 worth of any **ONE** variety below.

But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package.

Here are the varieties. Each Assortment is made up from just one variety.

The bulbs are mixed sizes and the price for a single assortment (mixed sizes of one variety) is \$1.00, **PREPAID**.

Super special offers at the bottom of page.

ACADIA	MILDRED LOUISE
AIDA	MINUET
AMADOR	MISS GREELEY
BAGDAD	MOTHER MACHREE
BETTY BROWN EYES	MR. W. H. PHIPPS
BETTY CO-ED	MRS. E. J. HEATON
BILL SOWDEN	OUR SELECTION
BLUE ADMIRAL	PELEGRINA
BOB WHITE	PICARDY
CHAMPLAIN	PIRATE
CHARLES DICKENS	POLAR ICE
COMMANDER KOEHL	PRIMROSE PRINCESS
CORONATION	RAMESES
DR. DURR	RAPTURE
DR. SHOOK	RED PHIPPS
DUNA	RIDEAU
EARLY DAWN	SALBACH ORCHID
EDITH ROBSON	SCHWABEN GIRL
GATE OF HEAVEN	SONATINE
GOLDEN CUP	SOUTHERN CROSS
GOLD MINE	STAR OF BETHLEHEM
HELEN WILLS	SULTAN
J. VAN TETS	SWEETHEART
KING ARTHUR	TAIAROA
LIBELLE	TOA
LINALEE	VIRGINIA SKELLY
MAID OF ORLEANS	WASAGA
MAMMOTH WHITE	WURTEMBERGIA

**Super Specials** Any 5 Assortments for \$4.80. Any 10 for \$9.00, prepaid.

Only the varieties listed above can be supplied in Long Season Assortments.

**LONG'S LONG SEASON ASSORTMENTS** have met with popular favor. Prolonging the blooming season of each variety seems to be just what many Glad fans like. And I give big values, too. Ask any who have had these.

**NOTE:** As the season advances, we may be sold out of some sizes that would ordinarily be included in these Long Season Assortments. But will do best we can with sizes on hand, giving good big \$1.00 worth.

## Bulblets Per Pkt., 100, 1000 —Prepaid

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order the more liberal the overcount.

	Pkt.	100	1000
Acadia .....	\$0.15	\$0.30	\$2.50
Aflame .....	.15	.15	1.00
Aida .....	.15	.20	1.50
Albatross .....	.15	.25	2.00
Amador .....	.15	.50	4.00
Apricot Glow.....	.10	.10	.80
Ave Maria.....	.15	.15	1.00
Bagdad .....	.15	.15	.80
Berty Snow.....	.15	.15	.80
Betty Co-Ed.....	.20	.25	2.00
Betty Nuthall.....	.15	.15	1.00
Bill Sowden .....	.15	.15	1.00
Blue Danube.....	.15	.15	1.00
Blue Triumph.....	.15	.25	2.00
Chas. Dickens.....	.15	.15	1.00
Comm. Koehl .....	.15	.20	1.50
Coronation .....	.15	.25	2.00
Damascus .....	.15	.25	2.00
Debonair .....	.15	.30	2.50
Dr. Durr.....	.15	.25	2.00
Dr. Hoeg .....	.20	1.00	8.00
Dr. Moody.....	.10	.10	.80
Dr. Shook.....	.10	.10	.80
Duna .....	.15	.30	2.50
Early Dawn .....	.15	.20	1.50
Edith Robson.....	.20	.35	3.00
Fata Morgana.....	.15	.20	1.50
Gate of Heaven.....	.15	.40	3.00
Giant Nymph .....	.10	.10	.80
Gladdie Boy .....	.15	.15	1.00
Golden Cup .....	.25	.30	2.00
Golden Dream .....	.10	.10	.80
Graf Zeppelin.....	.15	.15	1.20
Helen Wills.....	.15	.15	1.00
Janet .....	.15	.15	1.20
J. Van Tets.....	.20	.60	5.00
La Paloma.....	.15	.15	1.00
Libelle .....	.15	.25	2.00
Maid of Orleans.....	.20	.40	3.00
Mammoth White .....	.15	.15	1.20
Marmora .....	.15	.15	1.00
Mar. Fulton.....	.15	.15	1.00
Mildred Louise.....	.25	.60	5.00
Minuet .....	.15	.20	1.60
Miss Greeley .....	.20	.25	2.00
Mother Machree.....	.10	.10	.80
Mr. W. H. Phipps.....	.15	.15	1.00
Our Selection .....	.15	.15	1.00
Pelegrina .....	.15	.25	2.00
Picardy .....	.10	.10	.60
Pirate .....	.15	.50	4.00
Prim. Princess.....	.15	.15	1.00
Prof. Slogteran .....	.20	.40	3.00
Rameses .....	.15	.15	1.00
Rapture .....	.15	.25	2.00
Red Phipps .....	.20	.30	2.00
Rideau .....	.15	.20	1.50
Salbach Pink.....	.15	.15	1.20
Schwaben Girl .....	.20	.40	3.00
Sonatine .....	.25	1.60	12.00
Southern Cross .....	.20	.50	4.00
Spirit of St. Louis.....	.15	.15	1.00
Spray of Gold.....	.15	.15	1.00
Sultan .....	.20	.30	2.50
Sunshine Girl.....	.10	.10	.80
Sweetheart .....	.20	.60	5.00
The Moor.....	.25	2.50	...
Wasaga .....	.15	.25	2.00
Wurtembergia .....	.20	.30	2.50

Glad bulblets vary in size, according to variety. Some naturally quite small. Others run larger.

Bulbulet prices may look exactly alike in print. But often great difference in value, according to how pure the stock and how large the bulblets **AVERAGE**.

With each order for Glad bulblets I send an envelope on which is printed detailed suggestions about germinating bulblets.



# Cafeteria or "Help Yourself" Collections, Prepaid

Here's your opportunity to make up your own collection of Glad Blubs at special prices. But only by complying strictly with the terms of my offer.

**FIRST.** Not more than one of any item in any one collection.

**SECOND.** Items must be taken as listed. Don't split any.

**THIRD.** Smallest collection must amount to 8 items for \$3.00. All Bulbs plainly labeled.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

**PRICES FOR "HELP YOURSELF" COLLECTIONS.** (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) **ALL PREPAID.**

HY 1 Acadia, 5 No. 2	HY 62 Gladdie Boy, 20 No. 4	HY 122 Rameses, 28 No. 5
HY 2 Acadia, 6 No. 3	HY 64 Golden Cup, 5 No. 2	HY 123 Rapture, 7 No. 2
HY 3 Acadia, 7 No. 4	HY 65 Golden Cup, 8 No. 3	HY 124 Rapture, 10 No. 3
HY 4 Aida, 13 No. 3	HY 66 Gold Mine, 5 No. 2	HY 125 Rapture, 14 No. 4
HY 5 Aida, 18 No. 4	HY 67 Gold Mine, 7 No. 3	HY 126 Red Phipps, 14 No. 3
HY 6 Aida, 25 No. 5	HY 68 Helen Wills, 12 No. 3	HY 127 Red Phipps, 18 No. 4
HY 8 Amador, 5 No. 2	HY 69 Helen Wills, 20 No. 4	HY 128 Red Phipps, 21 No. 5
HY 9 Amador, 6 No. 3	HY 70 Helen Wills, 29 No. 5	HY 129 Rideau, 7 No. 1
HY 10 Amador, 7 No. 4	HY 71 J. Van Tets, 5 No. 2	HY 130 Rideau, 9 No. 2
HY 11 Bagdad, 10 No. 3	HY 72 J. Van Tets, 7 No. 3	HY 131 Rideau, 12 No. 3
HY 12 Bagdad, 15 No. 4	HY 73 King Arthur, 4 No. 2	HY 135 Salbach's Or., 30 No. 5
HY 14 Betty B. Eyes, 6 No. 2	HY 74 King Arthur, 6 No. 3	HY 136 Schwaben Girl, 6 No. 2
HY 15 Betty Co-Ed, 9 No. 2	HY 75 King Arthur, 8 No. 4	HY 137 Schwaben Girl, 8 No. 3
HY 16 Betty Co-Ed, 12 No. 3	HY 76 King Arthur, 11 No. 5	HY 138 Schwaben Girl, 10 No. 4
HY 17 Betty Co-Ed, 16 No. 4	HY 77 Libelle, 5 No. 2	HY 139 Sonatine, 2 No. 2
HY 18 Betty Co-Ed, 21 No. 5	HY 78 Libelle, 8 No. 3	HY 140 Sonatine, 3 No. 3
HY 21 Blue Admiral, 2 No. 3	HY 79 Libelle, 10 No. 4	HY 141 Sonatine, 4 No. 4
HY 22 Blue Admiral, 3 No. 4	HY 80 Linalee, 5 No. 2	HY 142 Sonatine, 5 No. 5
HY 24 Champlain, 2 No. 2	HY 82 M. of Orleans, 9 No. 3	HY 143 Sonatine, 6 No. 6
HY 25 Champlain, 3 No. 3	HY 83 M. of Orleans, 12 No. 4	HY 144 Southern Cross, 3 No. 2
HY 26 Champlain, 4 No. 4	HY 84 M. of Orleans, 16 No. 5	HY 145 Southern Cross, 5 No. 3
HY 27 Champlain, 5 No. 5	HY 85 Mamm'h White, 7 No. 2	HY 146 Southern Cross, 7 No. 4
HY 28 Comm. Koehl, 11 No. 3	HY 87 Marg. Fulton, 20 No. 4	HY 148 Spir. of St. L., 15 No. 3
HY 29 Comm. Koehl, 18 No. 4	HY 88 Milford, 1 No. 4	HY 149 Spir. of St. L., 20 No. 4
HY 30 Comm. Koehl, 26 No. 5	HY 89 Minuet, 9 No. 2	HY 150 Spray of Gold, 8 No. 1
HY 32 Coronation, 5 No. 2	HY 90 Minuet, 15 No. 3	HY 151 Spray of Gold, 10 No. 2
HY 33 Coronation, 8 No. 3	HY 91 Minuet, 20 No. 4	HY 152 Star of Beth., 1 No. 1
HY 34 Coronation, 12 No. 4	HY 92 Miss Greeley, 8 No. 2	HY 153 Star of Beth., 2 No. 3
HY 36 Debonair, 4 No. 2	HY 93 Miss Greeley, 20 No. 5	HY 156 Sultan, 5 No. 2
HY 37 Debonair, 5 No. 3	HY 94 Miss N. Zealand, 1 No. 5	HY 157 Sultan, 7 No. 3
HY 38 Debonair, 8 No. 4	HY 97 M. Machree, 14 No. 3	HY 158 Sunshine Girl, 11 No. 2
HY 39 Dr. Durr, 5 No. 2	HY 98 M. Machree, 20 No. 4	HY 159 Sunshine Girl, 16 No. 3
HY 40 Dr. Durr, 6 No. 3	HY 99 M. Machree, 28 No. 5	HY 160 Sweetheart, 6 No. 2
HY 41 Dr. Durr, 8 No. 4	HY 100 Our Selection, 9 No. 2	HY 161 Sweetheart, 8 No. 3
HY 42 Dr. Durr, 10 No. 5	HY 102 Pelegrina, 4 No. 1	HY 162 Taiaroa, 1 No. 1
HY 43 Duna, 4 No. 2	HY 103 Pelegrina, 6 No. 2	HY 163 Taiaroa, 2 No. 3
HY 44 Duna, 5 No. 3	HY 104 Pelegrina, 9 No. 3	HY 164 Taiaroa, 3 No. 4
HY 45 Duna, 8 No. 4	HY 105 Picardy, 18 No. 3	HY 165 Taiaroa, 4 No. 5
HY 46 Duna, 11 No. 5	HY 106 Picardy, 24 No. 4	HY 166 Toa, 1 No. 1
HY 47 Early Dawn, 7 No. 2	HY 107 Picardy, 33 No. 5	HY 167 Toa, 1 No. 2
HY 48 Early Dawn, 10 No. 3	HY 108 Picardy, 44 No. 6	HY 169 Virginia Skelly, 2 No. 2
HY 49 Early Dawn, 14 No. 4	HY 109 Pirate, 6 No. 3	HY 170 Virginia Skelly, 3 No. 3
HY 50 Early Dawn, 21 No. 5	HY 110 Pititi, 1 No. 4	HY 171 Virginia Skelly, 4 No. 4
HY 51 Early Dawn, 33 No. 6	HY 111 Pititi, 2 No. 6	HY 172 Wasaga, 6 No. 2
HY 52 Edith Robson, 6 No. 2	HY 112 Polar Ice, 4 No. 2	HY 173 Wasaga, 10 No. 3
HY 53 Edith Robson, 7 No. 3	HY 113 Polar Ice, 6 No. 3	HY 174 Wasaga, 14 No. 4
HY 55 Fata Morgana, 12 No. 3	HY 115 Prim. Princess, 10 No. 2	HY 175 Wasaga, 18 No. 5
HY 57 Gate of Heaven, 4 No. 2	HY 116 Prim. Princess, 14 No. 3	HY 176 Wasaga, 24 No. 6
HY 58 Gate of Heaven, 7 No. 3	HY 118 Rameses, 8 No. 1	HY 177 Wurtembergia, 7 No. 2
HY 59 Gate of Heaven, 9 No. 4	HY 119 Rameses, 11 No. 2	HY 178 Wurtembergia, 10 No. 3
HY 60 G. of Heaven, 11 No. 5	HY 120 Rameses, 15 No. 3	HY 179 Wurtembergia, 13 No. 4
HY 61 Gladdie Boy, 16 No. 3	HY 121 Rameses, 20 No. 4	HY 180 Wurtembergia, 16 No. 5

## "Lick the Thrips" with ROTOTOX—"Slays When Sprays"

Rototox is a combined contact and stomach poison. If thrips are out in the open, they are killed right now, when you spray.

Rototox is sold direct by the distributors, at the following prepaid prices: 1 ounce 35c; 8 ounces \$1.00; 1 pint \$1.75; 1 quart \$3.00; ½ gallon \$5.00; 1 gallon \$10.00; 5 gallons \$45.00. I'd say, order not less than 8 ounces.

Simply send your order with remittance di-

rect to the ROTOTOX Company, 81 West Yale Street, East Williston, New York, and your package of Rototox with instructions for its many uses will be sent parcel post prepaid.

**LATER:** I have arranged with the ROTOTOX people to keep a supply of this on hand for prompt shipment to western customers. Eastern buyers please order direct from Rototox firm. Prices same as above, prepaid.



# Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. 500 bulblets at the 1000 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c. All plainly labeled.

Bulb Prices Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blt. Per 1000
ACADIA .....	\$ 8.00	\$ 6.00	....	....	....	....	\$ 2.50
AFLAME .....	....	3.00	\$ 2.40	....	....	....	1.00
AIDA .....	3.80	3.00	....	....	....	....	1.50
ALBATROSS .....	5.00	....	....	....	....	....	2.00
AMADOR .....	8.00	6.40	....	....	....	....	4.00
APRICOT GLOW .....	3.60	2.80	2.00	....	....	....	.80
BAGDAD .....	4.00	3.20	2.40	\$ 1.80	\$ 1.20	....	.80
BETTY CO-ED .....	4.00	3.20	....	....	....	....	2.00
BETTY NUTHALL .....	3.80	3.00	2.40	1.80	....	....	1.00
BILL SOWDEN .....	....	3.20	2.80	....	....	....	1.00
CHARLES DICKENS .....	4.00	3.00	....	....	....	....	1.00
COMMANDER KOEHL .....	4.20	3.60	2.40	1.60	....	....	1.50
CORONATION .....	6.00	4.80	3.20	2.40	....	....	2.00
DEBONAIR .....	8.00	6.00	5.00	4.00	3.00	....	2.50
DR. DURR .....	7.00	5.60	....	....	....	....	2.00
DR. SHOOK .....	....	3.00	2.00	....	....	....	.80
DUNA .....	8.00	6.00	5.00	....	3.00	\$ 2.40	2.50
EARLY DAWN .....	5.00	4.00	....	2.00	1.60	1.20	1.50
EDITH ROBSON .....	8.00	6.00	5.00	4.00	....	....	3.00
EMILE AUBRUN .....	4.40	3.20	....	....	....	....	....
FATA MORGANA .....	4.00	3.00	2.00	....	....	....	1.50
GATE OF HEAVEN .....	....	6.00	4.80	....	....	....	3.00
GIANT NYMPH .....	3.80	3.00	2.00	1.60	....	....	.80
GOLDEN CUP .....	6.00	4.80	3.60	2.40	2.00	....	2.00
GOLDEN DREAM .....	3.80	3.00	2.40	....	....	....	.80
GOLD MINE .....	6.00	4.80	....	....	....	....	....
GRAF ZEPPELIN .....	....	3.20	2.40	....	....	....	1.20
HELEN WILLS .....	4.00	3.00	2.00	1.60	....	....	1.00
JANET .....	4.00	3.20	....	....	....	....	1.20
J. VAN TETS .....	6.00	4.80	....	....	....	....	5.00
KING ARTHUR .....	10.00	8.00	....	4.00	3.00	....	4.00
L. BEETHOVEN .....	8.00	....	....	....	....	....	....
LIBELLE .....	....	4.80	3.20	2.80	2.00	....	2.00
LINALEE .....	8.00	6.00	....	....	....	....	....
MAID OF ORLEANS .....	5.60	4.40	....	2.80	2.20	1.80	3.00
MAMMOTH WHITE .....	4.00	3.20	....	....	....	....	1.20
MARMORA .....	4.00	3.00	....	....	....	....	1.00
MARGARET FULTON .....	....	....	2.00	1.60	....	....	1.00
MILDRED LOUISE .....	8.00	6.00	5.00	4.00	3.00	2.40	5.00
MINUET .....	4.00	3.00	2.40	....	....	....	1.60
MISS GREELEY .....	4.80	3.60	2.40	2.00	1.60	1.20	2.00
MOTHER MACHREE .....	....	3.00	2.40	....	....	....	.80
MR. W. H. PHIPPS .....	4.00	3.00	2.00	1.60	....	....	1.00
OUR SELECTION .....	....	3.00	2.00	....	....	....	1.00
PELEGRINA .....	....	4.80	3.60	2.80	....	....	2.00
PICARDY .....	4.00	3.00	1.80	1.20	.80	.60	.60
PIRATE .....	8.00	6.00	....	....	....	....	4.00
POLAR ICE .....	10.00	8.00	....	....	....	....	5.00
RAMESES .....	4.00	3.00	....	....	....	....	1.00
RAPTURE .....	5.00	4.00	3.00	2.40	2.00	....	2.00
RED PHIPPS .....	4.80	3.60	2.40	2.00	....	....	2.00
RIDEAU .....	....	3.00	2.40	2.00	1.60	....	1.50
SALBACH ORCHID .....	....	3.20	2.00	....	....	....	1.50
SCHWABEN GIRL .....	8.00	6.00	....	3.60	3.00	....	3.00
SOUTHERN CROSS .....	....	8.00	....	....	....	....	4.00
SPIRIT OF ST. LOUIS .....	....	3.00	2.00	....	....	....	1.00
SPRAY OF GOLD .....	3.80	3.00	....	....	....	....	1.00
SUNSHINE GIRL .....	3.80	3.00	2.00	1.60	....	....	.80
SWEETHEART .....	6.40	4.80	....	....	....	....	5.00
WASAGA .....	6.00	4.80	3.60	2.80	2.00	1.60	2.00
WURTEMBERGIA .....	6.00	4.80	3.60	....	....	....	2.50
EARLY BIRD MIXED .....	5.00	4.00	3.20	2.80	....	....	2.00
EXHIBITION MIXED .....	4.00	3.20	2.80	2.00	1.60	....	1.80

## Do Glads Change Color?

Quotation from "Glad Gossip." Only one in many thousand Glads will fail to come true to color and type of variety planted, if bulbs and bulblets only are planted. If seeds are planted you will seldom get a Glad same as the parent plant.

**Reason mixtures run out**—that is, run stronger to certain colors or varieties, and some seem to have changed into the predominating color or kind in mixture, is that certain varieties are much more robust growers than others.

**Some kinds "peter out" and disappear** in a few years, while others increase very fast and furiously. Better plant more named varieties and keep them under labeled names. Lots more fun and kick to the Glad game this way than to grow mixtures, though a good mixture is very pleasing also. Trouble is, many mixtures are not made up of real good varieties.



Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate. ALL PLAINLY LABELED.

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets	
ALAYNE .....	Each	2.00	1.60	1.20	.90	.60	.40	1..	.20
	Ten	16.00	12.80	9.60	7.20	4.80	3.20	10..	1.60
ARABELLA .....	Each	1.25	1.00	....	....	....	....	5..	.35
BLUE ADMIRAL.....	Each	.30	.25	.20	.15	....	....		
	Ten	2.40	2.00						
BOB WHITE.....	Ten	1.60	1.20	1.00	.80	.60	.50	15..	.20
CHAMPLAIN .....	Each	.25	.20	.15	.12	.10		15..	.25
	Ten	2.00	1.60	1.20	1.00	.80		100..	1.50
	100	16.00	12.00	10.00	8.40	6.00		1000..	10.00
D. A. HAY.....	Each	.50	.40	....	....	....	....		
DEBONAIR .....	Ten	1.00	.80	.60	.50	.40		100..	.30
DO-X .....	Each	.70	.60	.50	.40	.25	....	6..	.25
FLAMING METEOR.....	Each	.15	.12	.10	....	....	....	20..	.25
	Ten	1.20	1.00	.80	.60				
HERCULES .....	Each	.50	.40	.30		....	....		
HERITAGE .....	Each	.50	.40	.35	.30		....	5..	.20
JONQUIL .....	Each	.60	.50	....	....	....	....	5..	.20
KING ARTHUR .....	Each	.15	.12	....	....	....	....	30..	.20
	Ten	1.20	1.00	....	.50	.40	....	100..	.50
	100	10.00	8.00	....	4.00	3.00	....	1000..	4.00
LADY EATON.....	Each	.60	.50	....	....	....	....		
LONDONDERRY .....	Each	2.50	2.00	1.50	1.00	.80	.60	5..	1.00
MAKENU .....	Each	1.50	1.25	1.00	....	....	....	5..	.50
MAUNGA .....	Each	2.00	1.50	1.25					
MILFORD .....	Each	1.00	.80	.60	.50	.40	....	10..	.40
	Ten	8.00	6.40	4.80	4.00	3.20	....	100..	3.00
MISS NEW ZEALAND.....	Each	1.50	1.25	1.00	.80	.60	....	5..	.50
MRS. E. J. HEATON.....	Each	.25	.20	.15	.12	.10	....	10..	.25
	Ten	2.00	1.60	1.20	1.00	.70	.50	100..	2.00
NINTH SYMPHONY .....	Each	3.00	2.50	2.25	2.00	1.50	1.25	1..	.25
PENSACOLA .....	Each	2.50	2.00	1.50	1.00	.80	.60	5..	1.00
PITITI .....	Each	1.25	1.00	.80	.60	.50	.40	10..	.50
	Ten	10.00	8.00	6.40	4.80	4.00	3.20	100..	4.00
POLAR ICE .....	Ten	1.20	1.00	.80					
PRAIRIE GOLD .....	Each	2.00	1.50	1.20	1.00	....	....	1..	.25
PREMIER HENRY .....	Each	.50	.40	....	....	....	....		
REDWOOD BEAUTY.....	Each	1.50	1.20	.90	.75	.60	.50	5..	.40
SALBACH ORCHID .....	Ten	....	.50	.40	.25	.20	....	100..	.20
SCHWABEN GIRL.....	Ten	1.00	.80		.50	....	....	100..	.40
SMILING MAESTRO .....	Each	.50	.40	.30	.20	....	....	18..	.25
SONATINE .....	Each	.25	.20	.15	.12	.10	....	12..	.25
	Ten	2.00	1.60	1.20	1.00	.80	.60	100..	1.60
STAR OF BETHLEHEM...	Each	.30	.25	.20	.15	....	....	10..	.35
TAIAROA .....	Each	.35	.30	.25	.20	.12	.10	10..	.15
	Ten	2.80	2.40	2.00	1.60	1.00	.80	100..	1.00
TAWHAKI .....	Each	.50	.40	.30	.25	.15	.10	6..	.25
TAKINA .....	Each	2.25	1.80	1.50					
TOA .....	Each	.50	.40	.35	.30	.25	.20	8..	.25
	Ten	4.00	3.20	2.80	2.40	2.00			
VIRGINIA SKELLY .....	Each	.25	.20	.15	.12	.10	....	25..	.25
	Ten	2.00	1.60	1.20	1.00	.80	.60	100..	.75
WHERO .....	Each	2.50	2.00	1.50					

To Large Buyers: Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds and quantities you can use from my catalogue. Chances are I can save you money on the lot. This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.

After the Glads Have Bloomed Quotation from "Glad Gossip." I read in a high class garden magazine of a million or more circulation, "After the Glads have bloomed, take up the bulbs, cure and store for the next season." Whoever wrote that made a slip. Fact is, Glads don't get right down to business making the new bulbs for next year until AFTER they have bloomed. Taking up soon after blooming gives you only partially developed, weak bulbs for next season. So, you see, we should not neglect the Glads after they have bloomed. Give them shallow cultivation if for no other reason than to let the water into the soil when it rains or when artificial watering is done.



Gladiolus Wholesale Prices per 100 F. O. B. Boulder

25 or more bulbs at the 100 rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, UNLESS YOU REQUEST OTHERWISE. TERMS. All bulbs plainly labeled.

Bulb Prices Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches
ACADIA .....	\$ 6.00	\$ 5.00	....	....	....	....
AIDA .....	2.60	2.20	....	....	....	....
ALBATROSS .....	3.60	....	....	....	....	....
AMADOR .....	6.00	4.80	....	....	....	....
APRICOT GLOW .....	1.80	1.40	\$ 1.20	....	....	....
BAGDAD .....	2.60	2.20	1.80	\$ 1.40	\$ 1.00	....
BETTY CO-ED.....	2.80	2.40	....	....	....	....
BETTY NUTHALL.....	2.00	1.60	1.20	1.00	....	....
BILL SOWDEN.....	....	2.20	1.80	....	....	....
CHARLES DICKENS.....	2.40	2.00	1.60	....	....	....
COMMANDER KOEHL.....	3.20	2.40	1.80	1.60	....	....
CORONATION .....	4.00	3.60	2.40	1.60	....	....
DEBONAIR .....	5.60	4.40	3.60	2.80	2.00	....
DR. DURR.....	5.00	4.00	....	....	....	....
DUNA .....	5.60	4.40	3.60	2.80	2.00	\$ 1.80
EARLY DAWN .....	3.40	2.80	....	1.60	1.20	.80
EDITH ROBSON.....	5.60	4.80	4.00	3.20	....	....
EMILE AUBRUN .....	3.20	2.40	....	....	....	....
GATE OF HEAVEN.....	....	5.00	4.00	3.20	....	....
GIANT NYMPH .....	2.00	1.60	1.20	1.00	....	....
GOLDEN CUP .....	4.40	3.60	2.80	2.00	1.60	....
GOLDEN DREAM.....	2.00	1.60	1.20	1.00	....	....
GOLD MINE.....	4.40	3.60	....	....	....	....
GRAF ZEPPELIN .....	....	2.40	1.80	....	....	....
HELEN WILLS.....	2.20	1.80	1.40	....	....	....
J. VAN TETS.....	4.40	3.60	....	....	2.00	....
KING ARTHUR .....	8.00	6.00	....	3.20	2.40	....
L. BEETHOVEN.....	6.00	....	....	....	....	....
LIBELLE .....	....	3.60	2.80	2.40	2.00	....
MAID OF ORLEANS.....	4.00	3.20	....	2.40	2.00	1.60
MARMORA .....	2.20	1.80	....	....	....	....
MARGARET FULTON.....	....	....	1.60	1.20	....	....
MILDRED LOUISE .....	6.00	5.00	4.00	3.00	2.40	2.00
MINUET .....	2.60	2.00	1.80	....	....	....
MISS GREELEY.....	3.40	2.80	2.20	1.80	1.40	1.00
MOTHER MACHREE .....	....	2.20	1.80	....	....	....
MR. W. H. PHIPPS.....	2.20	1.80	1.40	1.20	....	....
OUR SELECTION.....	....	2.00	1.60	....	....	....
PICARDY .....	2.40	1.80	1.20	1.00	.80	.60
PIRATE .....	6.00	5.00	....	....	....	....
POLAR ICE .....	8.00	6.00	....	....	....	....
RAMESES .....	2.80	2.40	....	....	....	....
RAPTURE .....	4.00	3.20	2.40	2.00	....	....
RED PHIPPS.....	3.40	2.80	2.20	1.80	....	....
RIDEAU .....	....	2.20	1.80	1.40	1.20	....
SALBACH ORCHID.....	....	2.00	1.60	....	....	....
SCHWABEN GIRL.....	5.60	4.00	....	2.80	2.40	....
SPIRIT OF ST. LOUIS.....	....	1.80	1.40	....	....	....
SPRAY OF GOLD.....	2.80	2.40	....	....	....	....
SUNSHINE GIRL.....	2.00	1.60	1.20	1.00	....	....
SWEETHEART .....	5.00	4.00	....	....	....	....
WASAGA .....	4.80	3.60	2.80	1.80	1.40	1.20
WURTEMBERGIA .....	4.40	3.60	3.00	....	....	....
EARLY BIRD MIXTURE.....	3.20	2.80	2.40	2.20	....	....
EXHIBITION MIXTURE.....	2.80	2.40	2.00	1.60	1.40	....

BULBLETs. Write for prices on larger lots than quoted in catalogue.

When to Take Up the Bulbs

Quotation from "Glad Gossip." If your planting is not large, better let the Glads remain in the ground until well into October in most sections. But if the leaves turn somewhat yellow or brown, it indicates that the bulbs have matured and are ready to lift. The plants from small bulbs and bulblets may not turn brown by freezing weather, so you must just take them up towards the end of the season, regardless of how the tops look. The bulbs will be OK, especially those from bulblets. Bulbs from bulblets may be stopped at any stage of their growth. Will cure and be good, sound planting stock for the next year. May shrink some, but this does not impair vitality. But dig all bulbs before tops die down. Letting the bulbs remain in ground too long tends to bad looking and diseased bulbs. Another rule is to take up the large bulbs when the outer skin or husk has become smooth. Before large bulbs mature the husk is usually wrinkled. When this husk or outside coat becomes smooth and firm the bulbs will not shrink much after being dug.



# Gladiolus Wholesale Prices

## Per 1000 F. O. B. Boulder

250 or more bulbs at the 1000 rate.		All bulbs plainly labeled.			
Bulb Prices Per 1000		Size 1 1 1/2 In. Up	Size 2 1 1/4-1 1/2 Inches	Size 3 1-1 1/4 Inches	Size 4 3/4-1 Inches
ACADIA	\$50.00	\$40.00	....	....	....
AIDA	22.00	18.00	....	....	....
BAGDAD	18.00	14.00	....	....	....
BETTY CO-ED	24.00	20.00	....	....	....
CHARLES DICKENS	22.00	18.00	\$15.00	....	....
COMMANDER KOEHL	24.00	20.00	16.00	\$14.00	....
DEBONAIR	50.00	40.00	32.00	26.00	....
DR. DURR	40.00	....	....	....	....
DUNA	50.00	40.00	....	....	....
EARLY DAWN	25.00	....	....	....	....
EDITH ROBSON	44.00	40.00	....	....	....
EMILE AUBRUN	26.00	....	....	....	....
GATE OF HEAVEN	....	40.00	....	....	....
GOLDEN CUP	38.00	32.00	24.00	....	....
HELEN WILLS	20.00	16.00	12.00	....	....
KING ARTHUR	60.00	48.00	....	....	....
LIBELLE	....	32.00	24.00	....	....
MAID OF ORLEANS	32.00	28.00	....	....	....
MILDRED LOUISE	50.00	40.00	30.00	24.00	....
MINUET	22.00	16.00	....	....	....
MISS GREELEY	25.00	20.00	....	....	....
OUR SELECTION	....	18.00	14.00	....	....
PICARDY	18.00	14.00	10.00	8.00	....
RAMESES	28.00	24.00	....	....	....
RAPTURE	36.00	28.00	22.00	....	....
RED PHIPPS	25.00	20.00	....	....	....
RIDEAU	....	20.00	16.00	14.00	....
SUNSHINE GIRL	16.00	14.00	10.00	....	....
WASAGA	36.00	28.00	22.00	16.00	....
EARLY BIRD MIXTURE	28.00	22.00	20.00	16.00	....
EXHIBITION MIXTURE	24.00	20.00	16.00	12.00	....

# Bulblets in Bulk

Prices f. o. b. Write for prices on larger lots. (Pint at 1/2 Qt. Price.)

	Quart
ACADIA	\$ 8.00
AIDA	4.00
APRICOT GLOW	2.00
AVE MARIA	2.80
BAGDAD	2.00
EDITH ROBSON	7.00
GOLDEN CUP	5.00
HELEN WILLS	3.00
JANET	2.50
KING ARTHUR	10.00
LIBELLE	5.00
MAID ORLEANS	10.00
MARMORA	2.80
MILDRED LOUISE	15.00
MISS GREELEY	6.00
OUR SELECTION	3.40
PICARDY	2.00
RAMESES	2.80
RAPTURE	4.00
RIDEAU	4.00
SPIRIT ST. LOUIS	3.00
SPRAY OF GOLD	2.80
SUNSHINE GIRL	2.00
WASAGA	5.00

From Nebraska: "May I add the following to your well deserved praises of your Glad, Miss Greeley?

"During this hellish season with its blasting sun, its hot south winds and a shortage of water, Miss Greeley, the 'beautiful lady,' produced stalks of just about perfect bloom.

"This is my first year of her, but in spite of her undue familiarity with grasshoppers, she will be with me in 1937."—S. R. S.

# \$10.00 WHOLESALE COLLECTIONS

One of the problems of large Gladiolus growers is to sell out all kinds and sizes as evenly as possible.

No two seasons alike, as to demand. One year certain kinds will be called for on most every order, while other kinds, even better and no higher in price, will be "wall flowers."

Next year many kinds that sold slowly the year before are in great demand. Never can tell. Often no reason or sense. Just happens.

For the first time in my many years' selling, I'm adopting a new plan to help equalize our Glad stocks and keep many kinds moving more uniformly.

The plan is figured to your advantage as well as ours. Otherwise it would be a flop.

The plan would also be a flop if not followed as outlined. No changes. Stocks must be taken as offered.

**THIS IS THE PLAN:** For \$10.00 I will ship you by express, you pay express, 500 Glad bulbs, part No. 1 and part No. 2 sizes, the total value of the 500 bulbs figuring not less (probably more) than \$15.00 at my f. o. b. 100 rates.

We select the varieties, sizes and quantities. All bulbs will be plainly labeled, giving the variety name, the size and the quantity in each bag.

There will not be an equal number of No. 1 and No. 2 bulbs. There will not be the same quantity of each variety.

But there will be 10 or more varieties in the Collection. Maybe just a few of some kinds, and more of others. But a good assortment of good kinds.

You can figure the total value in a few minutes as soon as you open up the package. (You'll be surprised.) We may not sort the bulbs over quite as carefully as usual, but all will be healthy and peppy.

Now there you are. No less than \$10.00 worth sold this way. Two Collections, \$20.00, three for \$30.00, and so on. No discount, no matter how many you take.

You must take one of the "Long" chances I've talked about in the past, and many have taken.

Read the proposition again. Get it clear. No further correspondence regarding the offer.

500 bulbs, all No. 2 or larger, value not less than \$15.00, f. o. b. for \$10.00, express collect.

**NOTE:** I reserve the right to return money and cancel orders received after stocks sold too low to spare more of these Collections.



# "Safety-First" Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

## For the Lawn's Sake

Lawns may be started or old ones renewed or renovated any time from early spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Sow about one part clover to three parts blue grass. Use not less than pound to 200 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season to compete with dandelion seed.

## Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. 75c; 2 lbs. \$1.40; 3 lbs. \$2.10, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$3.20	\$3.25	\$3.35	\$3.45	\$3.55	\$3.65
10 lbs.....	6.10	6.20	6.40	6.60	6.80	7.00

## Best Kentucky Blue Grass

Very heavy and clean. Lb. 60c; 2 lbs. \$1.15; 3 lbs. \$1.60, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$2.35	\$2.40	\$2.50	\$2.60	\$2.70	\$2.80
10 lbs.....	4.50	4.60	4.80	5.00	5.20	5.40

## Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 70c; 2 lbs. \$1.35; 3 lbs. \$1.95, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$2.65	\$2.70	\$2.80	\$2.90	\$3.00	\$3.10
10 lbs.....	5.10	5.20	5.40	5.60	5.80	6.00

## Astoria Creeping Bent

For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. **Astoria heads the list.** Astoria starts quickly and goes farther. **It creeps on top and under the ground.** Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags: ½ lb. 70c; 1 lb. \$1.35; 2 lbs. for \$2.50; 3 lbs. for \$3.60; 5 lbs. for \$6.00, prepaid. (Bent does not thrive in all soils. Kentucky Blue Grass is more dependable.)

## Shady Nook Lawn Grass

Special mixture for shady places. Lb. 60c; 2 lbs. \$1.15; 3 lbs. \$1.65; 5 lbs. \$2.50, prepaid.

## No Iris 'Till July

### Write NOW for Special Summer Iris Price List



With the origination of new and wonderfully improved varieties of Iris, there has been a great awakening in the Iris world in the last few years.

Colors and combinations of colors never dreamed of in the past have appeared. The size of blossoms as well as plants and stems has increased beyond fondest expectations.

**Luckily**, I have been adding the best of the introductions from year to year and am in a position to offer you healthy stock of these new varieties at prices within allowance of your budget.

**Here in "Sunny Colorado"** our favorable climate permits increasing Iris stocks rapidly in order to give you the best kinds at the most reasonable prices, yet our winters are cold enough to kill off any variety not hardy enough to do well in any part of the country.

**The best time to plant Iris** is in the summer or fall. I offer no Iris in the spring, but concentrate my digging and shipping between the 5th of July and about the 15th of October.

**My new Iris price list** will be ready about June 15th. This list will not be sent to all on my regular mailing list, but to those who bought Iris of me in 1936, and all others who ask for it.

**I want you to have my 1937 Summer Iris List**, but how am I to know who wants it unless you tell me? It is up to you to help me out.

**Send me word** any way you find most convenient. Write a postcard or letter, or make a notation at the bottom of your order and I'll see that a copy of this list reaches you as soon as printed. **Plan now to add some of the beautiful new Iris originations to your garden next summer.!**



# MASTODON

## Everbearing Strawberries

True stock, free from disease. My plants officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants sent out. Safe delivery of plants in good growing condition guaranteed.

**MASTODON** plants are very robust and thrifty. Plants set out in spring begin bearing in July or early August, continuing until heavy freezing weather. They start bearing again the following June. The dark green leaves are very large and of heavy texture, thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle. (Prices below.)



**PLANTS SHIPPED IN SPRING ONLY**



Everbearing Strawberry Plant

I have drawn a mark suggesting about where to cut off the tips of the roots before planting. Tops should be trimmed also.

## The New Early "GEM" Everbearing Strawberry

Everything considered, the Mastodon has held first place for some years now as the world's best Everbearing strawberry.

Whether it's Mastodon, Gem, or any other variety, your success depends greatly on getting true stock, healthy plants well packed and safely delivered. That's what you get from me.—JD.

**Now about this GEM strawberry.** It doesn't make as large plants as the Mastodon, but it's amazing how quickly the plants "take hold" after set out, and establish themselves, "ready for business."

**They soon develop** new leaves and begin sending out runners early. Very soon also they begin to bloom, and unless first blossoms are picked off, berries will begin to set early in summer.

**I think it's best to pinch off** first crop or two of blooms of any everbearing kind. But one thing in favor of the "GEM" is that the plants thrive and forge ahead even if berries are allowed to mature early in the season.

**I'd say that EARLINESS** is one of the outstanding valuable points in favor of GEM.

**The berries are large,** though do not average quite so large as Mastodon. Some say the flavor is better. I think this is a matter of one's own taste, but it's good.

**Here's my idea or suggestion.** I think you should have BOTH Mastodon and Gem. **Everbearers "stop and go."** That is, they set a crop, then rest, then set another crop. GEM leads off ahead of Mastodon with first picking. After that the two are likely to work and rest at different times, thus insuring you a more uniform supply than either one variety could.

One scale of prices for **BOTH MASTODON AND GEM** plants. You can take part each of the two kinds to get the quantity prices.

Plants are put up in bundles of 25. So make up your order, for example: 25 of one kind and 75 of the other, or 50 of each kind, to get the 100 rate. Or, 150 of one kind and 250 of another to get the 400 rate, and so on.

And here are the prices, prepaid anywhere in U. S. A.:

(50 plants, smallest order packed, for \$1.00) (100 for \$1.80) (200 for \$3.40) (300 for \$4.80) (400 for \$6.00) (500 for \$7.00) (1,000 for \$13.50). Prepaid.

**Write for prices for MASTODON PLANTS BY EXPRESS, NOT PREPAID.**



"J. D. Sez, Sez 'e"—

## TIPS ABOUT ORDERING



Don't worry if you can't lay hands on an order blank when ready to make out your order.

We have received orders written on about everything from a slab of wall paper to a tiny, highly perfumed correspondence card.

It helps a whale of a lot, however, if you follow a few simple suggestions. Make your order on sheet separate from letter, if any.

"That's me—J.D." First, write or print your name and full address plainly, giving also your express office (if different from postoffice).

Write only one item on a line and carry each price out to the right on the page.

Read Business Terms, page 64, and comply as closely as possible. Note that c. o. d. orders require one-fourth or more cash with order. We hate to ask this, but some customers have left us holding the sack, when we filled and shipped c. o. d. orders in good faith, without a down payment.

If wish extra order blanks and envelopes, just drop a post card and these will come romping back to you in a hurry.

**HORRIBLE EXAMPLE:** Time and again we get orders something like this to unscramble: **Quote** please send me enough radish seed to plant three rows no make it four rows and a dimes worth of cabbage seed that is sure to mature in our country and speaking of cabbage I want to tell you about the wonderful sweet peas we had from your seed last year that is what was left after our neighbors dog pawed out a lot looking for a bone and that reminds me my glad bulbs froze last fall so better send me enough to look nice in front of our shrubbery I dont know how much this comes to so send me the bill though I see your terms are cash **Unquote.**

But after all is said and done, don't think for a minute that ordering is a complicated job, or that we are fussy as to how the orders are made out. I do feel that you will appreciate these suggestions, which apply not only to orders made out for us, but to all mail orders for any firm. The plainer the order is made out, the quicker we can fill it, which is fine for both you and us. "We thank you."

### That 59 Cent Dollar!

Far be it from me to say I understand this currency problem. I'm still looking for the guy that does.

But we have heard much about our dollar being worth around 59 cents. Personally, I haven't lost much sleep over the matter yet.

What I want is a non-skid dollar. I like to keep dollars moving, but prefer to control their destination, to some extent, at least.

What I started out to say is that this season we have made up many more **Special Collections** than ever before. Ramble through these pages and see the many offers in which you get around a dollar's worth for about 59 cents, or on that basis.

And all special offers are for good up-to-date items, many listed by seedsmen for the first time this spring.

Here's a tip. If you do not need all items in a Special Collection, get a friend to share

it with you. That will make two customers grow where but one grew before!

Speaking of Dollars, look up "Money Plant," and try growing your own Money. (See page 19.)

### Use Index More—Page 64

You may say there's no rhyme or reason in the way we have listed most items in this catalogue. We have not attempted to arrange many items in alphabetical order.

My own experience is that one might as well refer to the index at once, anyhow. It's a matter of only a few moments—and there you are!

Get the index habit, whether using this booklet or any other, sez I.

And while you're browsing through the index, take a peep at the Zinnias on opposite page from index—the east page, we might say. And note also the special Zinnia Collection offer.

### "Your Subscription Expires"

As the magazines announce, "Your subscription expires with this number."

There is one way to renew your subscription to a magazine. Pay up.

There are two ways to keep yourself in good and regular standing on our mailing list. One is to send an order. The other is to drop us a line asking for catalogues.

We do not expect an order from everyone, every year. No mail order house does. And we are not stingy with catalogues, so long as they last.

If you have the gumption to write a postcard or letter asking for catalogue, that pays your subscription another year.

We appreciate names sent us by customers and friends. But wish such names "hand picked." Only one, or a few, from any one person. Cannot use long lists. Do not offer any pay or premiums for names. Consider that you do your friend as big a favor as you do us when you have us place a name on our list for "Long's Garden Book."

### Telegrams—Special Deliveries

If wire, please use WESTERN UNION service. Reason, no other telegraph company has office in Boulder. If wire us otherwise, your message must be phoned or mailed from Denver to us, causing delay and possible errors, if phoned.

Special Delivery Letters seldom reach us sooner than regular mail, sometimes not so soon. Reason, we get our mail hot off the griddle soon as mails come in and are sorted at postoffice. The Boulder postoffice folks give us wonderful co-operation, and put mail into our big BOX 19 as quickly as possible, every mail. And we are there to grab the letters at once. Many orders filled same day received.

From Michigan: The Zinnias purchased from you were perfectly marvelous in spite of the adverse weather conditions. Gave some of the young plants to the rural girls' Garden Club along with some Glad bulbs, and they won a blue ribbon and a \$10.00 cash prize at the country fair. Had good success with my Glads this past season: 65 ribbons of which 45 were blue. Also won several cups. Hope and expect to go places next year.—A. J. S.



## BOULDER, COLORADO

**COLORADO Customers: Please Add State Sales Tax. Thanks.**



## ORDER BLANK—Continued

[illegible]

**SHALL WE SUBSTITUTE?** *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer\_\_\_\_\_*

## DOES YOUR NEIGHBOR WANT A CATALOG?

***Please give name and address here:***



**J. D. Sez, Sez'e—**

## **"Let's Play Columnist!"**

**As I figure it out,** when a columnist tires of writing he makes a few remarks calculated to get his readers all het up.

**Then the letters pour in,** and all he has to do is to use the letters to fill his column. And the job is done.

**So here goes,** with extracts from letters that have drifted in from our customers. But we didn't need to make them mad to get these letters.

**From Vermont:** We had the finest display of Gladiolus blooms last summer that we have ever had. Our Glads were the talk of the town, and most of the bulbs came from J. D. Long.—C. F. B.

**From Ohio:** I am writing to tell you of my success with Glads this summer. I had wonderful flowers. My Miss Greeleys were fine and I sold every one as fast as they came out.—H. E. B.

**From Montana:** Miss Greeley and Mildred Louise created a sensation at the Montana fair. Competition was tough, but we came home with two blue ribbons.—A. H. G.

**From Iowa:** I am so pleased with the Red Phipps I purchased from you that I felt I wanted to write to you. The color is exquisite; shape and placement very good. They have stood up well under the drought and heat we have had here. Will surely give them more space next year.—J. B. G.

**From Tennessee:** Well, J. D., I think you have the world beat on huge Iris rhizomes. Nene was so large that I could not keep from believing that it had been afflicted with Elephantitis. Many thanks.—H. W. N.

**From Missouri:** I had almost forgotten how fine Long's Iris divisions could be. Thank you very much for the splendid size of the extra Rameses. They were all fine.—J. D. M.

**From Colorado:** Our finest flowers have come from your place and the Glads we got from you this spring took first prize at our flower show.—A. L. S.

**From Wisconsin:** I surely had good luck with my Glads, and received many compliments on them. A good many of my friends and neighbors are going to send to you for bulbs. The seeds we ordered early this spring were wonderful. Received almost as many compliments on these flowers as on the Glads.—O. R.

**From Colorado:** Just wanted to take a minute of your time to tell you what lovely Glads I raise from your bulbs. A Mammoth White grown from a No. 3 bulb won sweepstakes at our San Juan Basin flower show, and at our local flower show I won three firsts. And I mustn't forget to thank you for your generous count. I am worse about opening your packages than a kid at Christmas.—H. C.

**From Indiana:** Today received by express the Glad bulbs you sent me, and after examining them, I don't think I ever saw a finer lot of bulbs. And your generosity is wonderful in the extras that you put in.—E. B. W.

**From Canada:** Bulbs received from you are of supreme quality and exceptional size. You were very liberal indeed with the count and I am well satisfied.—A. M.

**From Massachusetts:** I was delighted with the bulbs received from you. Not only were they larger than I expected, but you were more than generous with quantity sent. Please accept my thanks.—W. B. L.

**From New York:** Received my Glads in good shape. Thanks much for generous overcount and extras. Just pawing them over and will count the days to planting time.—W. F. G.

**From Pennsylvania:** Received my bulbs from you packed well enough to go to "Little America." I was very much surprised at the quality of your bulbs. Smooth, clean, vigorous, high-crowned—all in one.—E. C. W.

# **Extra! Extra!**

## **More Packets for Your Money**

Just before this catalogue went on the press we decided to make a clean sweep regarding quantity prices for all packets priced at 10 cents or more per packet.

**Offer includes both flower and vegetable seeds.**

### **ALL 10c PACKETS**

**Any Three 10c Packets for 25c**

**Four or More 10c Packets at Straight 8c Per Packet**

### **ALL 15c PACKETS**

**Any Two 15c Packets for 25c**

**Three or More 15c Packets at 12c Each**

### **ALL 20c PACKETS**

**Any Two 20c Packets for 35c**

**Three or More 20c Packets at 15c Each**

### **ALL 25c PACKETS**

**Any Two 25c Packets for 45c**

**Three or More 25c Packets at 20c Each**

**Note.** If any other offers, in Collections, etc., lower, the lower rates apply.

**Regarding 5c Packets:** We give such liberal measure in our 5c Pkts. that they average more than 5c values anyway. Therefore, no reduction on 5c Pkts.

**From New York:** I have dealt with firms in various parts of the country for a number of years, but have yet to find any firm which treats its customers as generously and at the same time supplies such excellent bulbs and plants.—R. W. S.

**From Massachusetts:** Received the bulbs last Saturday. I appreciate your taking the trouble to pack them so carefully. They would have withstood a trip to the Antarctic without getting frozen. Thanks and thanks a lot for all those extra bulbs.—P. V.

**From Iowa:** The Iris arrived in fine condition—every one a husky division. Thank you so much for the extra Desert Dawn. The lovely Midgard is my idea of a real flower gem. Others may exceed it in some points, but I love Midgard.—H. D. R.

## **LO! THE HOPI INDIAN PAPOOSE LIMA BEAN**

**Similar to Henderson's Lima,** but a little larger and thicker. Has the flavor of the large Lima. Vining type. Very heavy yielder.

**HOPI PAPOOSE LIMA.** Grown by the Hopi Indians "Out Where the West Begins" from prehistoric times, and but recently released from the Hopi Reservation in northern Arizona.

**Hopi Papoose Lima** thrives in all sections where Beans are grown. Can be used green or dry. Healthful, and can be eaten by many whom other beans distress. Of a different botanical family, it is not subject to the usual bean diseases. **Hardy as a Hopi.**

(The name, "Papoose Lima" is our own idea, seeming more appropriate than "Baby Lima" for this particular variety.)

**Large pkt. 10c; ½ lb. 20c; 1b. 30c; 2 lbs. 55c; 4 lbs. \$1.00, prepaid.**



## Vitalizing Vegetables for Voracious Valetudinarians . . . .

How often we hear, "I can buy our vegetables cheaper than I can raise 'em." Don't look now, but the guy over there who said that thinks he has a dandy alibi. Chances are he consumes time and gas tearing up and down the highway, to no purpose, that would handle and finance a dandy backyard garden and make the front yard the talk of the neighborhood.

The answer is, if you don't have a home garden you simply don't eat as many fresh vegetables, and you know what the doctor ordered—more vegetables, and the fresher the better—not to mention Popeye and his spinach!

So far, so good. Now a word about the QUALITY of our vegetable seeds. Best way to prove this is for you to plant and see. We wouldn't be selling particular planters all over the United States and Canada year after year if they did not get satisfactory results.

Take Cabbage seed, for example. A Cabbage grower must be sure his seed is high quality. I especially recommend our special stock of Copenhagen Market, Golden Acre and Danish Round Head, that we offer in original sealed bags as they come to us direct from our Danish seed growers. (These 3 kinds are the money makers for commercial growers, and fine for home gardens.)

A leading market gardener wrote us: "Your Golden Acre seed in sealed bag produced the largest, best, earliest Cabbage crop I have seen." Well, why shouldn't it, when we get this seed direct from the ORIGINATOR of Golden Acre?

And speaking of Cabbage seed, here's a tip. Cabbage seed not only is good for several years or more, but many old experienced growers claim that the older the seed, the better it heads, so long as the germination is still good.

So why not do this: Buy at least half a pound of a kind in sealed bag, plant some this season and hold the rest over for next year. Some gardeners do this also so that they can see a year ahead what the seed will produce.

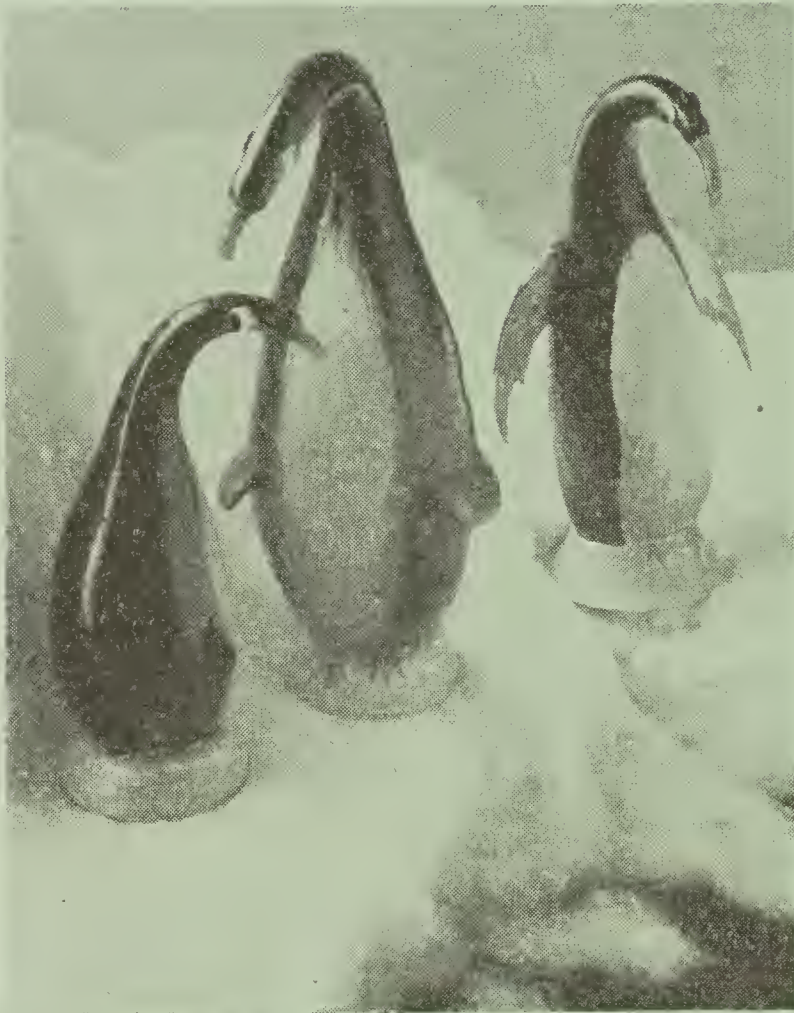
Still another tip: Ain't human nature funny! You can bank on what the average human will do under certain conditions. We seedsmen notice this: That if a certain vegetable—onions for example—is selling at high prices one winter, the demand for onion seed the following spring is heavy. If prices low, then the average planter sees no point in planting onion seed.

Some folks sit and think. Others just sit. Now suppose you sit and THINK a bit. It doesn't always work, because many other conditions enter. But the chances are so many other planters will feel the same way as John Doe does about the situation, that the total planting will be much less, and prices higher the NEXT year.

Now don't bank on this for a certainty, and come back and try to collect damages from me if this doesn't work out. But it HAS worked out time and again.

The most successful gardeners, however, do not allow themselves to be stampeded by either high or low prices of PERISHABLES. They plant about the same proportions of different kinds of vegetables each year, going a little heavy on kinds selling low the winter before, but not plunging. What I've said applies to crops that cannot well be carried over. The theory would not apply so well to grains, though somewhat even to such crops.

Speaking of Cabbage again—or yet—did you ever try sowing mixed Cabbage seed thinly, right out in the garden in early spring? Thin to 10 inches and have a succession of heads, ready for use, over a long period and in summer and fall.



Calabash Gourds Decorated as Penguins

No, we didn't follow Admiral Byrd to Little America to snap this picture of penguins at play. We just dressed up some Calabash gourds and here's the result. Plant some of these gourds and have Antarctic wild life in your own back yard. **Packet 10c; 1 oz. 25c.**

J. D. Sez, Sez'e—Speaking of Penguins, one of the holiday greeting cards I received last December showed a Penguin, with this message: "One bird that doesn't talk too much." This came from a pal in Montana. I am still wondering; I know we all talk too much—but—well—was this meant especially for me—J. D.? How about it, B. C.?

## Gourds Many Varieties

The flowers are often beautiful and the fruit ornamental and sometimes useful. The small fancy gourds are excellent toys for children, while the larger gourds may be used as dippers, sugar troughs, bowls and birdhouses.

My mixed gourd seeds contain about all the types and sizes ever heard of.

**NEST EGG.** Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg.

**DIPPER.** Grow your own dippers.

**CALABASH.** Pipe Gourd or Powder Horn.

**DISH CLOTH.** The fibrous interior may be used like a sponge.

**HERCULES CLUB.** Enormous club-shaped fruits.

**SMALL GOURDS MIXED.** Ornamental kinds.

**LARGE GOURDS MIXED.** Great variety.

**PRICES:** All varieties of Gourds, also MIXED kinds. Pkt. 5c; oz. 30c.

From Texas: I have never had such fine Zinnias as I raised from your seed this summer. They were knockouts.—C. B. L.



# LONG'S VEGETABLE SEEDS

*Tried and True—Best for You*

## Beans, Priced Prepaid

**Brittle Wax** The tender pods break like icicles, with seldom a sign of string. Flavor fine. The long, round fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 20c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c. **Brittle Wax shown at the right.**

**Golden Wax** Medium early flat podded variety. Tender if picked quite young but gets stringy later. **Brittle Wax much better.** Pkt. 5c; ½ lb. 17c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

**Stringless Green Pod** Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Splendid flavor. Large pkt. 10c; ½ lb. 20c; lb. 35c; 2 lbs. 65c.

**Kentucky Wonder** Favorite pole bean. Pkt. 10c; ½ lb. 20c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

**Colorado Cream Butter** (Aztec.) Immense white bean, shape of navy. Pkt. 10c; ½ lb. 22c; lb. 40c; 2 lbs. 75c; 3 lbs. \$1.00.

**Henderson's Lima** "Baby Lima." Pkt. 10c; ½ lb. 15c; lb. 25c; 2 lbs. 45c; 3 lbs. 65c.

**Burpee's Bush Lima** Pkt. 10c; ½ lb. 40c; 2 lbs. 75c.

*For Larger Lots See Page 63*

## New Papoose Hopi Lima Bean

See Page 49



**Scarlet Runner** Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 25c; lb. 45c, prepaid.



## Table Beets, Prepaid

**PRICES:** All Table Beets, **LARGE PKT.** 5c; oz. 10c.

**Crosby's Early Egyptian** Turnip shape; flesh deep red. Early.

**Detroit Dark Red** Globe shape; smooth; dark red; tops small, permitting close planting. A good all around early, medium or late variety. Splendid for canning when small.

**Early Eclipse** Similar to Early Wonder and Crosby's in season and shape, but flesh a lighter red. Most people prefer the darker red.

**Early Wonder** A splendid extra early variety. Quick growing attractive variety of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter.

*For Larger Lots See Page 63*

## More About Beans

I could list a dozen or so more varieties, and did use to have a longer list. But my customers boiled the list down for me by ordering nothing else much but the favorite varieties above. Even Golden Wax could be omitted, because Brittle Wax so much better.

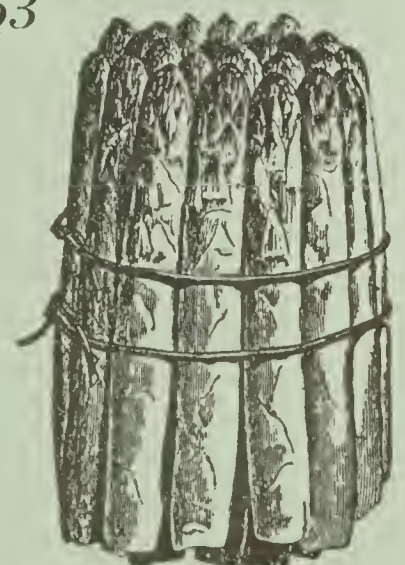
My "Down South" customers are especially fond of Limas. But not as dry matured beans, as usually cooked. They pick them when the beans are well formed, but still green. Then shell and cook like peas. "That's sumpin'." The Henderson or "Baby Lima" is much easier to grow than other Limas. Try Henderson Limas the "Down South" way. You'll be surprised.

## Washington Asparagus

**Seed:** Pkt. 10c; oz. 15c; ¼ lb. 40c; lb. \$1.00.

**Roots:** 16 for 50c; 50 for \$1.00; 120 for \$2.00, prepaid.

Make the rows 2 to 3 feet apart, set plants 12 to 15 inches in row. Make a trench so the plants set just deep enough that the crowns will come 3 to 4 inches below level of ground.





# CABBAGE---Best Kinds for Home and Market ---Prepaid

**Copenhagen Market** Early Round Head Cabbage, also splendid for winter, when planted later. The leaves fold so tightly that it can be grown closer together than other kinds of equal weight. Pkt. 10c; oz. 25c.

**Danish Round Head** (Short-Stemmed Hollander.) One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The standard best late cabbage. Pkt. 10c; oz. 25c.

(See page 63 for sealed bags in lots of half pound or more of Copenhagen Market, Danish Round Head and Golden Acre seed.)

**Golden Acre** Similar to Copenhagen, but more uniform in type, a little smaller, but week or so earlier. Heads round, from 9 to 11 inches in diameter. Pkt. 10c; oz. 25c.

**Danish "Baby Head"** A very early round head type that takes little space for each plant. The heads are of medium size, just right for average family use, and exceedingly solid. Pkt. 10c; oz. 25c.

**Chinese** Or CELERY CABBAGE. Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt. 10c; oz. 30c.

**EARLY JERSEY WAKEFIELD.** Small pointed head. Pkt. 5c; oz. 20c.

**WINNINGSTADT.** Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 20c.

**ENKHUIZEN GLORY.** Same season as Winningstadt, but head is round. Pkt. 5c; oz. 20c.

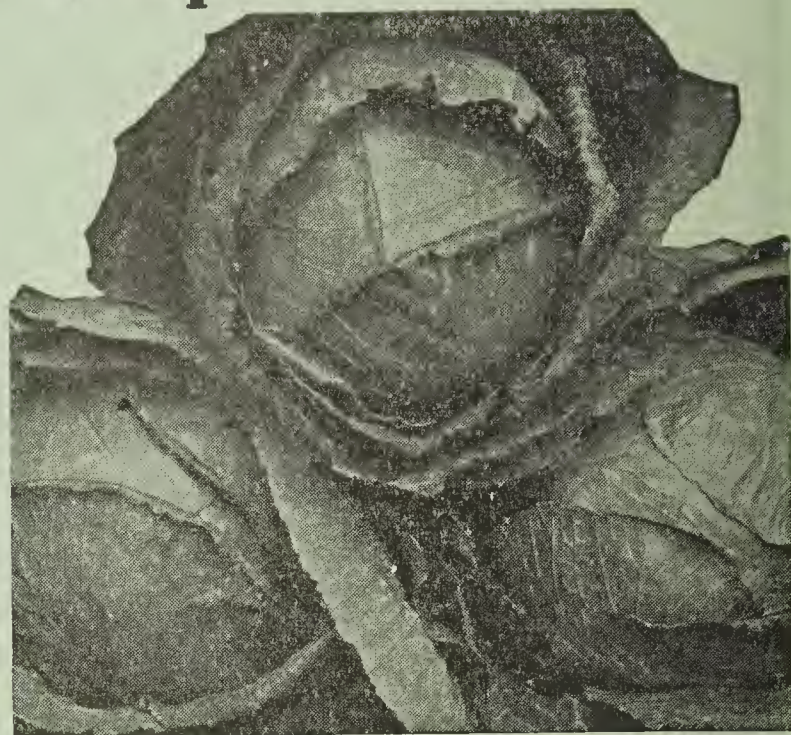
## Yellows Disease Resistant Cabbage

If you have no trouble with the cabbage disease known as "Yellows," then plant the regular stocks. But if this disease has gotten into your soil it will STAY there, and cause you partial or total loss of your cabbage crop, unless you switch to the **Yellows-Resistant strains**. The Yellows-Resistant strains are about 10 days later and not so uniform in type as regular strains.

**Marion Market** (Yellows-Resistant.) Use in place of Copenhagen Market. Very similar. Pkt. 10c; oz. 30c; ¼ lb. 90c; ½ lb. \$1.50; lb. \$2.70, prepaid.

**Wisconsin No. 8** Used in place of Danish Round Head where Yellows-Resistant is needed. Pkt. 10c; oz. 30c; ¼ lb. 90c; ½ lb. \$1.50; lb., \$2.70, prepaid.

**Globe** (Yellows-Resistant.) Enkhuizen Glory type. Heads large, firm, globular. Pkt. 10c; oz. 35c; ¼ lb. \$1.00; ½ lb. \$1.80; lb. \$3.20, prepaid.



**LATE FLAT DUTCH.** Very large. Pkt. 5c; oz. 20c.

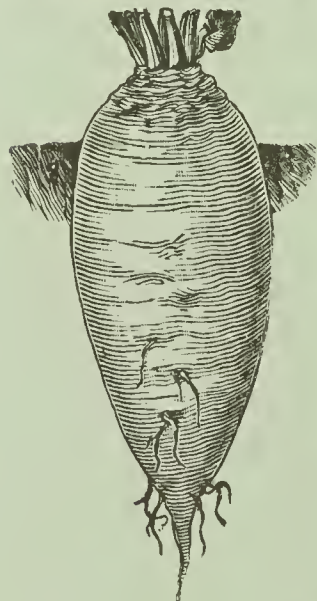
**SAVOY CABBAGE.** Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

**MAMMOTH ROCK RED.** Large red cabbage. Pkt. 5c; oz. 20c.

**Brussels Sprouts** Tiny cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

*For Larger Lots See Page 63*

## Mangels, Sugar Beets, Prepaid



**Culture:** Sow 4 to 6 lbs. to acre in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

**Prices:** All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 60c; 3 lbs. \$1.50; 5 lbs. \$2.25; 10 lbs. \$4.00, prepaid.

**MAMMOTH LONG RED.** Great yielder. One of the best.

**GOLDEN TANKARD.** Roots thick and short.

**GIANT HALF SUGAR.** About half out of the ground.

**WANZLEBEN SUGAR BEET.** The standard sugar beet. True strain. Prices above.

## Special Mixture of Mangels and Sugar Beets

Mixed by myself from our tested seed. Better for stock than all Mangels or all Sugar Beets. Prices above.

## Egg Plant

**Culture:** Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

**BLACK BEAUTY.** Pkt. 10c; ½ oz. 25c.

## Endive

**WHITE CURLED.** Pkt. 5c; oz. 15c; ¼ lb. 30c.

**BROAD LEAVED.** Pkt. 5c; oz. 15c; ¼ lb. 30c.



# CARROTS

## Six Super-Six, Prepaid

**OXHEART.** Short, thick roots, orange flesh. Large pkt. 5c; oz. 10c.

**DANVER'S HALF LONG.** Medium length, orange color. Large pkt. 5c; oz. 10c.

**CHANTENAY.** Splendid table carrot. Large pkt. 5c; oz. 10c.

**NANTES.** Roots almost cylindrical, about 6 inches long; smooth. Flesh orange-red, very sweet, and almost without core. Large pkt. 5c; oz. 10c.

**MORSE'S BUNCHING.** (New.) Tops short. Stems medium size and strong. Roots at maturity  $1\frac{1}{4}$  by 8 inches, almost cylindrical with rounded shoulders (see illustration at left). Large pkt. 5c; oz. 10c.

**CHANTENAY (NEW RED CORED).** A distinct improvement over the well-known Chantenay in color, texture, and quality of flesh. Roots  $5\frac{1}{2}$  to 6 inches long,  $2\frac{1}{4}$  inches thick at the shoulder; tapered, stump-rooted; flesh and core reddish-orange, fine grained, sweet. Large pkt. 5c; oz. 10c.

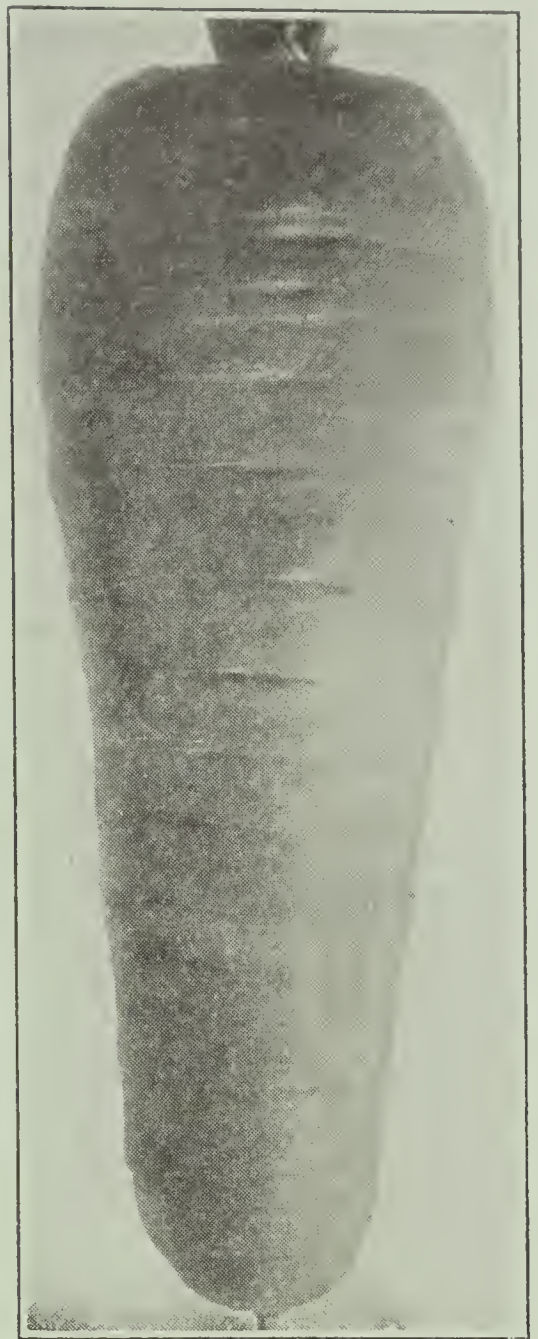
For Larger Lots See Page 63



## Chives

Perennial herb. The leaves have a delicate onion flavor. For seasoning green salads. Lavender flowers. **Seed, Pkt.** 10c;  $\frac{1}{2}$  oz.

40c. Plants, 3 clumps for 50c; 7 for \$1.00, prepaid. (Clumps can be divided.)



Chantenay  
Red Cored

## Celery, Prepaid



**Culture:** Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your Agricultural College for information on celery growing.

### GOLDEN SELF-BLANCHING.

One of the best early kinds for fall use. Pkt. 10c;  $\frac{1}{2}$  oz. 25c; oz. 40c.

### GIANT PASCAL.

The best late celery for winter use. May be blanched with soil, paper or boards. To get those brittle, sweet, white

stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c;  $\frac{1}{2}$  oz. 25c; oz. 40c.

**GIANT PASCAL.** Special Stock. Re-selected. Fine. Pkt. 15c;  $\frac{1}{2}$  oz. 40c; oz. 75c.

**WHITE PLUME.** Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c;  $\frac{1}{2}$  oz. 25c; oz. 40c.

**CELERIAC.** For seasoning meats, soups, salads. Turnip-shaped roots. Pkt. 5c; oz. 25c.

## Cauliflower, Prepaid

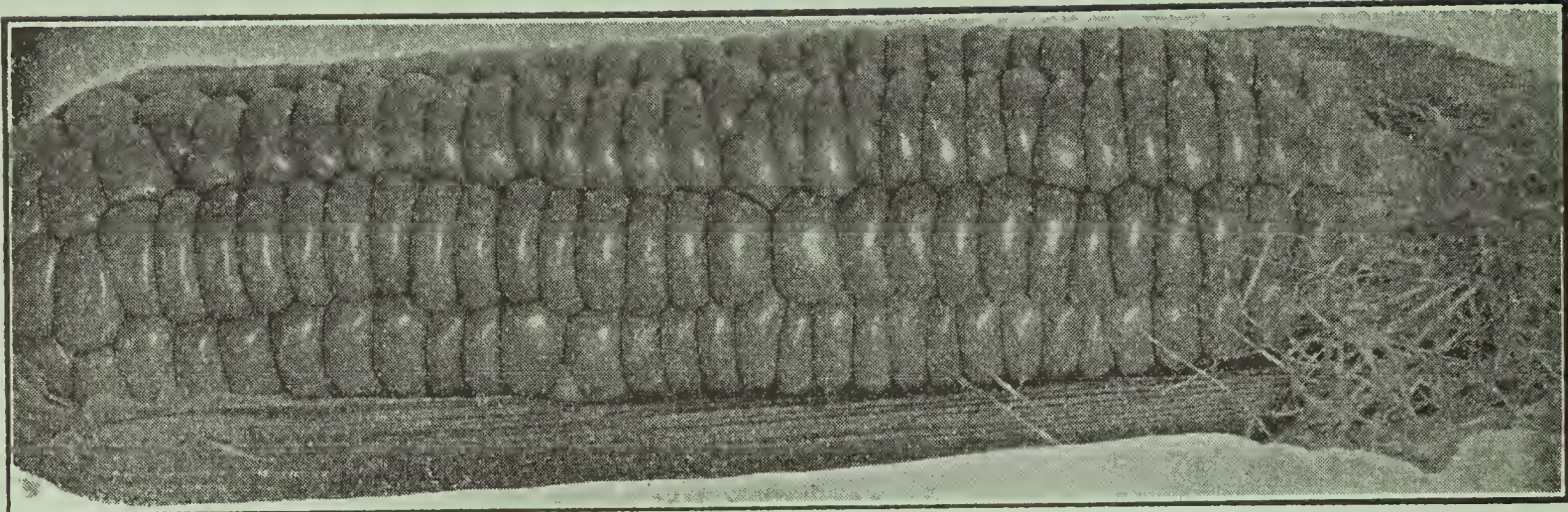


**PRICES:** Price for either variety: Pkt. 10c;  $\frac{1}{8}$  oz. 30c;  $\frac{1}{4}$  oz. 50c;  $\frac{1}{2}$  oz. 90c; oz. \$1.50;  $\frac{1}{4}$  lb. \$5.00;  $\frac{1}{2}$  lb. \$9.50; lb. \$18.00.

**EARLY SNOWBALL.** Early and main crop variety. Selected imported seed.

**DRY WEATHER.** Very large, white heads. Also called Danish Giant. Later than Snowball. High grade imported seed.





## Sweet Corn, Prepaid

**PRICES:** All Sweet Corn at: Large pkt. 10c; ½ lb. 20c; 1 lb. 35c; 3 lbs. \$1.00 (alike or assorted kinds), prepaid.

**FOR LARGER LOTS SEE PAGE 63**

**GOLDEN BANTAM.** If you plant just one kind of Sweet Corn, then make this the one. Not only sweet, but the silks or "whiskers" come out easily, leaving a nice clean ear for cooking.

**"EARLY SUNSHINE."** Similar to Bantam in color and size but a week earlier.

**EARLY GOLDEN GEM.** Small ears but exceedingly early.

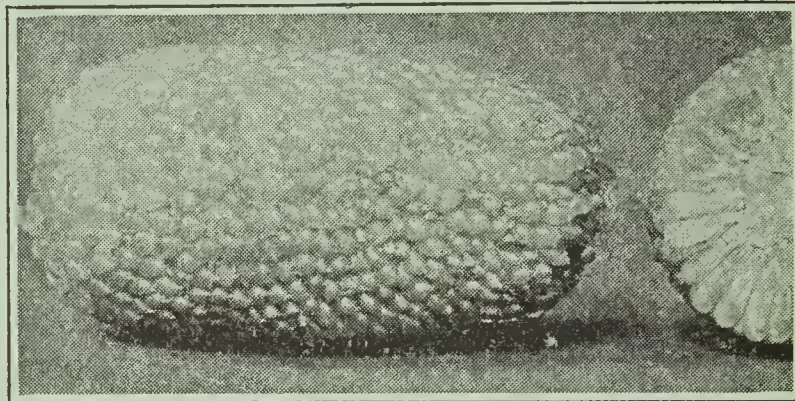
**GILL'S GOLDEN EARLY MARKET.** Large, early, sweet, big seller.

**GIANT BANTAM.** Known also as Bantam-Evergreen. Golden color.

**GILL'S EARLY GOLDEN SWEET.** Early Gem and Early Golden Market cross. Has the good qualities of Gem, but larger. **Early.**

**STOWELL'S EVERGREEN.** Large white.

**COUNTRY GENTLEMAN.** Tall late, white.



## Pop Corn, Prepaid

**JAPANESE HULL-LESS.** Ears are short and "stubby." Grains very deep and slim. Hulls thin and transparent. Pkt. 10c; ½ lb. 15c; 1 lb. 30c; 2 lbs. 55c; 3 lbs. 80c, prepaid.

**WHITE RICE.** Pkt. 5c; ½ lb. 15c; 1 lb. 25c; 2 lbs. 45c, postpaid.

**MAMMOTH WHITE, SPANISH.** Pkt. 10c; ½ lb. 15c; 1 lb. 30c; 3 lbs. 80c, prepaid.

**DYNAMITE.** Also known as "T. N. T.," also So. American. Large ears and grains. Rich yellow, which, when popped, gives the effect of buttered pop corn. Pkt. 10c; ½ lb. 15c; 1 lb. 30c; 2 lbs. 55c; 3 lbs. 80c, prepaid.

## Cucumbers, Prepaid *For Larger Lots See Page 63*



### "Long's Long Longed-For Longest Long Green"

Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market.

Really, you're missing something fine if fail to plant at least a few hills of this "Cuke." When well grown, the fruits are about a foot long and 2½ inches in diameter near the blossom end, tapering slightly toward the stem.

The flesh is white and crisp and noticeably free from that bitterness usually found in Long Green varieties. Large pkt. 10c; oz. 20c. (Call this the 5L Cuke for short.)

**Prices:** All CUCUMBERS (except "5L") at: LARGE Pkt. 5c; oz. 10c.

**EARLY FORTUNE.** Fine for pickles when small, and good slicer.

**EARLY WHITE SPINE.** Old favorite.

**KLONDIKE.** Very early white spine.

**BOSTON PICKLING.** For pickles.

**IMPROVED LONG GREEN.**

**DAVIS PERFECT.** So nearly perfect in shape it often brings extra price.

**WEST INDIA GHERKIN.** Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.



# Head Lettuce, Prepaid

Prices: All varieties **LETTUCE: LARGE**  
**PKT. 5c; Oz. 10c.**

**Improved Hanson** Good heading variety. May also be used as leaf lettuce.

**Iceberg** Similar to Hanson. Crisp and tender. Fine for home gardens.

**Big Boston** Popular market variety.

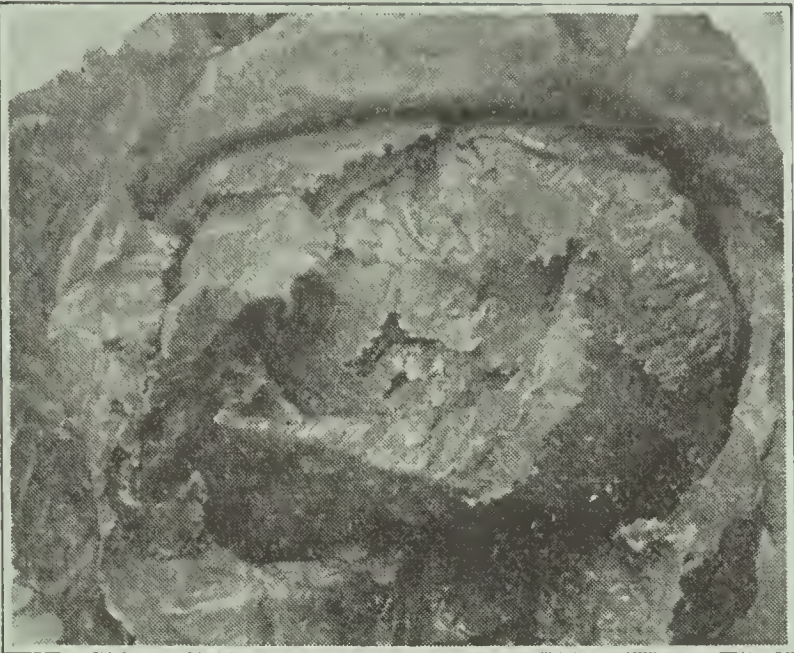
**Denver Market** Rather loose head; leaves light golden green.

**Early Prize Head** Forms loose head. Leaves crimped; tinged brownish-red.

**Cos** One of the surest blanching kinds, of elongated form.

**Mignonette** Here it is! A delicious head lettuce that is almost 100% sure to head. Ideal for the home garden. Heads small. The outer leaves have a bronzed cast. The solid heads are a creamy greenish color.

**New York** Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. True selected stock of this NEW YORK head lettuce seed: (Pkt. 5c) (oz. 10c) (¼ lb. 40c) (1b. \$1.20) (2 lbs. \$2.30) (3 lbs. \$3.30) (4 lbs. \$4.20) (5 lbs. \$5.00), prepaid.



Head Lettuce—New York

## LEAF LETTUCE, PREPAID

### Black Seeded Simpson

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor. Fine.

**Grand Rapids** Makes large, compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or cold-frames. Splendid for open garden also.

*For Larger Lots See Page 63*

## Herbs All 10c Pkt.

Caraway, Catnip, Coriander, Fennel, Lavender, Marjoram, Rosemary, Savory, Dill—Oz. 15c; Sage—½ Oz. 25c.

## Kohl-Rabi

**WHITE VIENNA.** The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.

## Kale, or Borecole

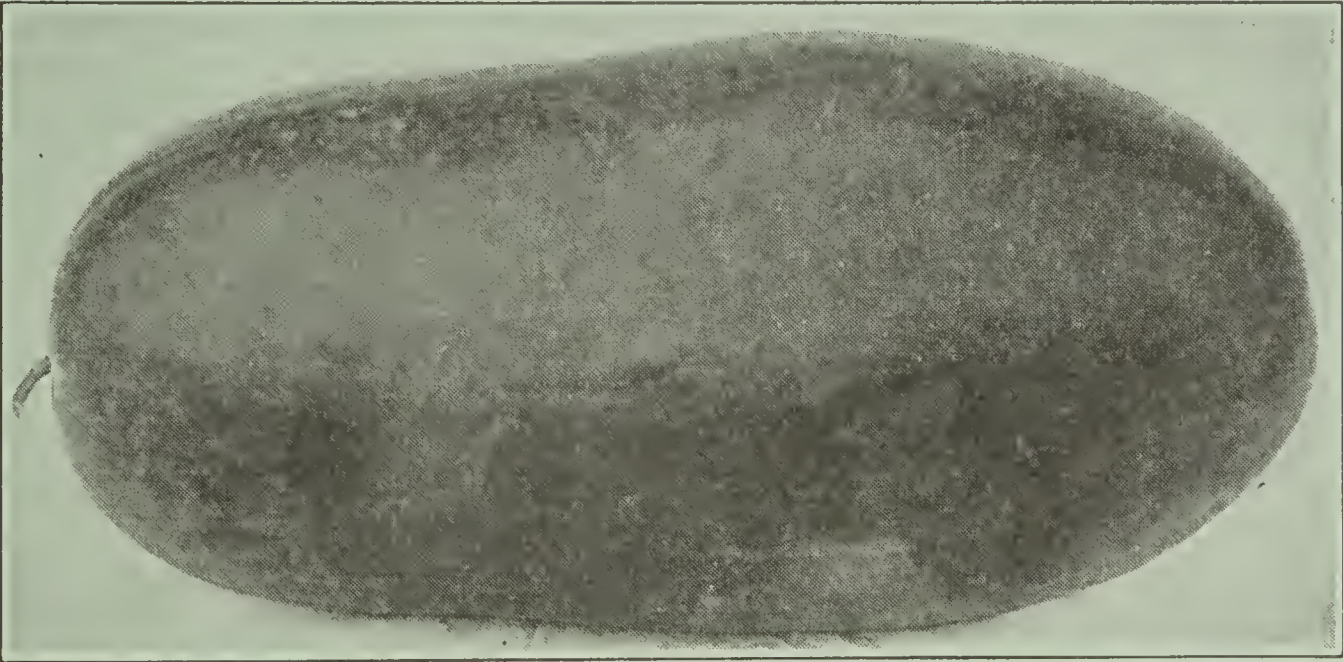
Used for greens. Pkt. 5c; oz. 15c.

# Water Melons, Prepaid

PRICES: All Water Melons, **LARGE PKT. 5c; Oz. 10c.**

## BEST FOUR WATER MELONS

Fordhook Early  
Stone Mountain  
Kleckley's Sweet  
Klondike



Kleckley's Sweet—Improved

**Fordhook Early** The earliest and best melon of good size. Fruit round, skin dark green, flesh is bright red, of fine quality. Brown seeded.

**Ice Cream** Very sweet, early melon for home or home market.

**King and Queen** (Winter Watermelon.) A Russian variety of fair size, round in shape; rind light cream with green striping; early.

**Klondike** The favorite brown seeded strain. Flesh deep red, stringless and melting. Seeds small, spotted white and brown. Weight around 25 pounds.

**Kleckley's Sweet** The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet, sugary.

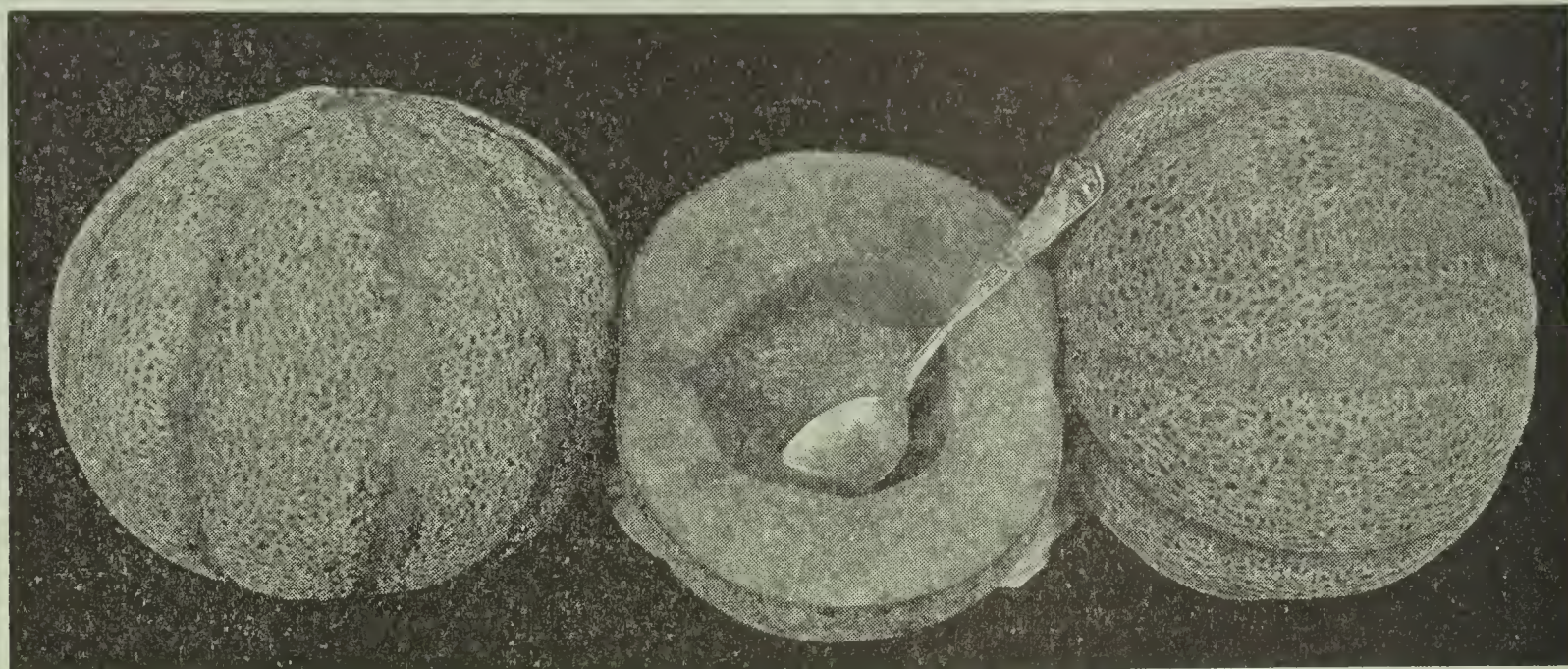
**Stone Mountain** A large, nearly round melon having red flesh and free from stringiness. Very productive and excellent for home use. Big seller. (Also called "Dixie Belle.")

**Tom Watson** Similar to Kleckley's Sweet, but still larger, and firmer.

**Citron** Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.

*For Larger Lots See Page 63*





Greeley Wonder Melon—"Sweet as Honey"

**PRICES:** All Musk Melons and Cantaloupes, **LARGE PKT. 5c; Oz. 10c, Prepaid.**

**ROCKY FORD.** The green meated strain.

**HALE'S BEST.** One of the best of the Rocky Ford type Cantaloupes. Early. Salmon-colored flesh. Good keeper and shipper.

**Hale's Jumbo** Similar in quality to the smaller shipping type, Hale's Best, but much larger. Hale's Jumbo is preferred by many for the home garden, also for nearby markets and roadside stands. It is rather large for crating, though sometimes nine can be put into a flat crate. Flesh thick and of deep salmon.

**EMERALD GEM.** Small, early salmon flesh melon, fine grained and sweet. Not a shipper.

**HONEY DEW.** Large late melon that ripens after being picked and stored, if fails to mature in field. **Green flesh.**

**HONEY DEW.** Same as above, but flesh **salmon.** (Be sure to state which wanted.)

**BANANA.** These Musk Melons are banana shape and have a banana-like flavor. Thick salmon flesh.

**GARDEN LEMON.** Very small. For pickles and preserves. Pkt. 5c; oz. 20c.

(For larger lots of Water Melon and Musk Melon see page 63.)

## Greeley Wonder Musk Melon

Originated near Greeley, Colorado. Named and introduced by myself. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. (**Large Pkt. 5c**) (**oz. 10c**) (**¼ lb. 30c**) (**1 lb. 90c**) (**2 lbs. \$1.75**) (**3 lbs. \$2.50**) (**5 lbs. \$4.00**).

## Large New "Milwaukee Market" Musk Melon

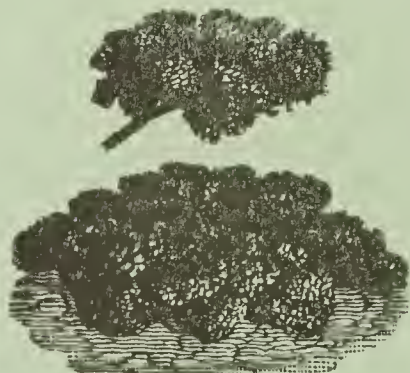
**Very highly recommended.** Medium to large, oval, salmon-fleshed melon. Very prolific, vigorous grower, producing up to 10 large melons to the vine. Does not crack open as some kinds do. Disease resistant. Flavor excellent. **Pkt. 5c; oz. 10c; ¼ lb. 30c; 1 lb. 90c, prepaid.**

## Mustard, Prepaid

**OSTRICH PLUME.** Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 70c, prepaid.

## Okra, or Gumbo, Prepaid

The green pods are used in soups, to which they impart a rich flavor. Pkt. 5c; oz. 15c.



## Parsley

**Culture:** Soak seed in tepid water a few hours before planting. Cover ½ inch.

**DARK MOSS CURLED.** Fine for garnishing. Pkt. 5c; oz. 15c; ¼ lb. 35c.

## LONG'S Parsnips, Prepaid



**Culture:** Sow early in deep mellow soil, pressing soil after planting.

**HOLLOW CROWN.** Large. Pkt. 5c; oz. 10c; ¼ lb. 30c; 1 lb. 75c; 2 lbs. \$1.40, prepaid.



# Onions, for Home and Market, Prepaid

*Here's That Early Golden Yellow Colorado Onion*

## Mountain Danvers—Franklin's Improved Strain

**Improved Mountain Danvers** is extra early, often being ready for market when prices are highest. Also one of the best main crop kinds, keeping and shipping especially well.

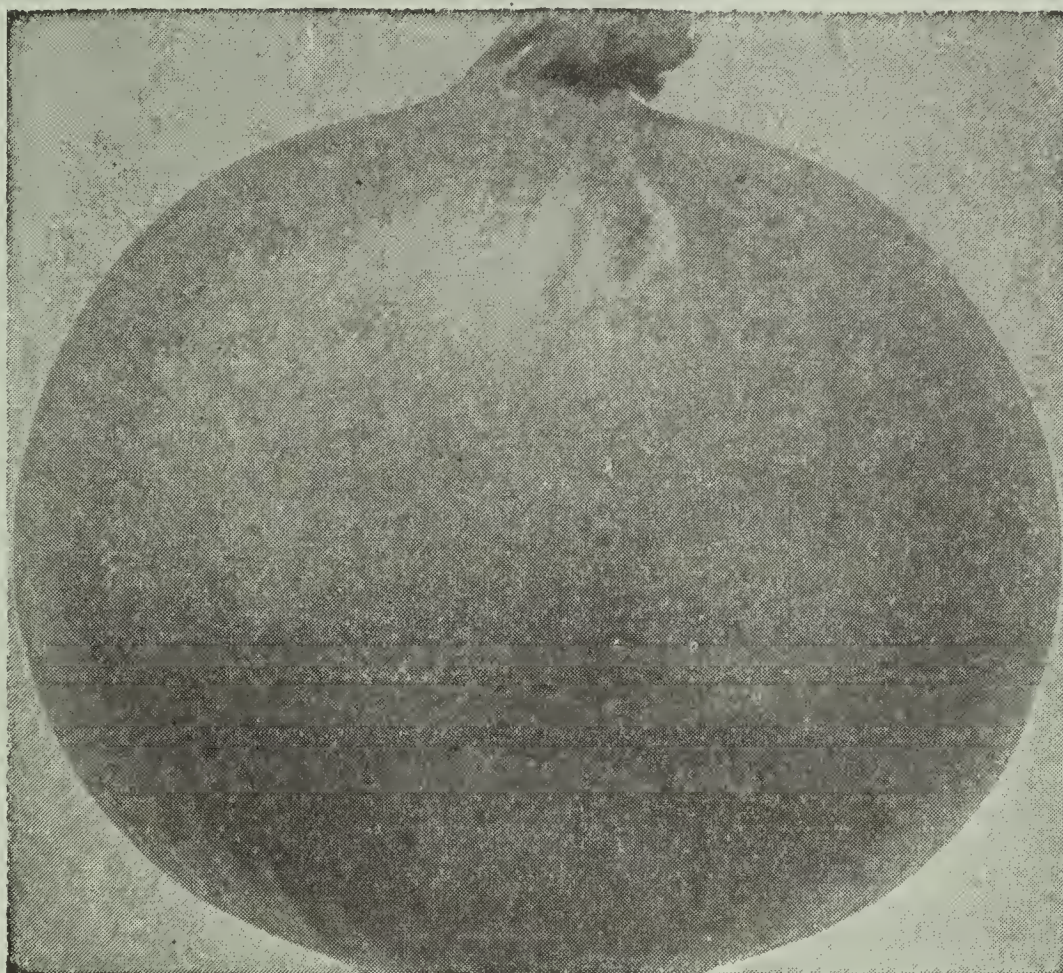
**Improved Mountain Danvers** insures a crop in many localities where season is short and ordinary kinds would not make good. Also in lower altitudes. Has record yields of 600 sacks to the acre.

The rich, golden yellow onions, developed by A. L. Franklin, are ideal globe shape, nearly as round and sound as baseballs. Necks thin.

### PREPAID PRICES

Large Pkt. 5c; oz. 20c;  $\frac{1}{4}$  lb. for 50c;  $\frac{1}{2}$  lb. for 90c; 1 lb. for \$1.60; 2 lbs. for \$3.00; 3 lbs. for \$4.35; 4 lbs. for \$5.60; 5 lbs. for \$6.50.

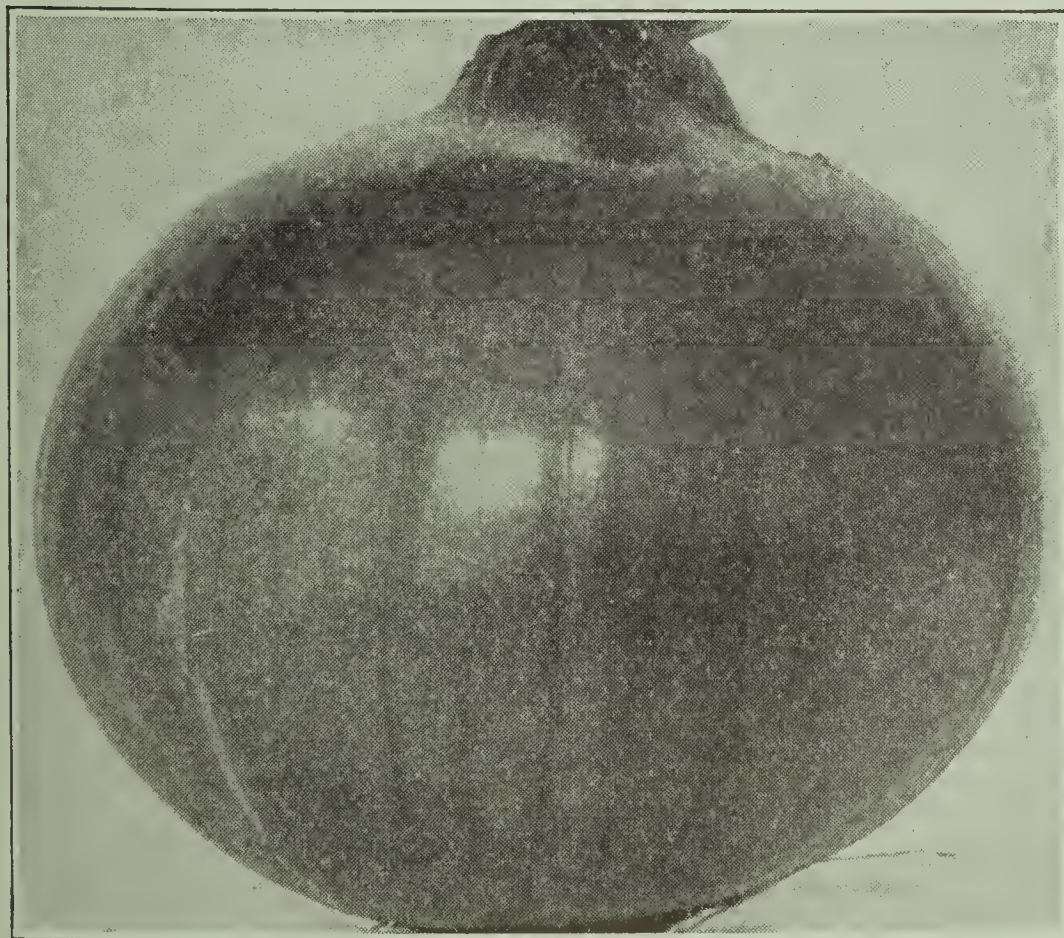
Write for prices on larger lots.



## Yellow Sweet Spanish Onion—Riverside Strain

The bronze-yellow globe onions are much larger than Prize Taker and Denia. Flesh pure white, fine grained, sweet and mild. Heavy yielder.

**SPECIAL PREPAID PRICES for Pure Riverside Strain.** (Large pkt. 5c) (oz. 20c) ( $\frac{1}{4}$  lb. 60c) ( $\frac{1}{2}$  lb. \$1.00) (pound \$1.90) (2 lbs. \$3.60) (3 lbs. \$5.00) (4 lbs. \$4.80) (5 lbs. \$7.50). Write for prices on larger lots.



Golden Sweet Spanish Onion—Riverside Strain

## White Spanish

A sport from Yellow Riverside Spanish. Large, mild, heavy yielder. Large pkt. 10c; oz. 30;  $\frac{1}{4}$  lb. 90c;  $\frac{1}{2}$  lb. \$1.60; 1 lb. \$2.80.

## White Silverskin

A good medium size. Is early, mild, long keeper. Large pkt. 5c; oz. 15c.

## White Globe

Pure white, long keeper. Large pkt. 5c; oz. 20c.

### WHITE BARLETTA

Very early pickling. Large pkt. 5c; oz. 15c.

### SOUTHPORT RED GLOBE

Leading red money maker. Large pkt. 5c; oz. 15c.

### SO. YELLOW GLOBE

Good yielder. Good seller. Large pkt. 5c; oz. 15c.

### YELLOW GLOBE DANVERS

Later than Mt. Danvers. Large pkt. 5c; oz. 15c.

For larger lots of Onion seed, see page 63.





## Onion Plants Prepaid

### CRYSTAL WHITE WAX.

The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large, fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery.

Tied in bundles of approximately 100 plants to the bunch. 2 bunches (smallest quantity packed) 50c; 5 bunches \$1.00; 12 bunches \$2.00; 25 bunches \$4.00, prepaid within 4th zone only.



# Colorado Grown "Hand Polished" Onion Sets

## LONG'S Regular Sets

**That's no joke.** These sets are actually hand-polished, as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

**For a succession** of fresh Green Table Onions, plant sets at different times, from early March until July.

**Large Dry Onions** for fall and winter use are easily raised from sets. Costs more to plant than seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. **Use the smaller size sets for growing large bulbs.** Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better matured dry onions.

### PRICES FOR REGULAR SETS

	2nd	3rd	4th	5th	6th	7th
<b>YELLOW</b>	Zone	Zone	Zone	Zone	Zone	Zone
1 Quart....	\$0.23	\$0.24	\$0.25	\$0.26	\$0.27	\$0.29
2 Quarts...	.40	.41	.44	.47	.49	.53
4 Quarts...	.72	.76	.83	.92	.99	1.09
8 Quarts...	1.24	1.32	1.45	1.61	1.75	1.93
16 Quarts...	2.28	2.43	2.68	2.98	3.26	3.60

### WHITE

1 Quart....	.25	.26	.27	.28	.29	.31
2 Quarts...	.46	.47	.50	.53	.55	.59
4 Quarts...	.82	.83	.90	.99	1.06	1.16
8 Quarts...	1.44	1.52	1.65	1.81	1.95	2.13
16 Quarts...	2.48	2.63	2.88	3.18	3.46	3.80

All sets figured at 32 lbs. to bushel (1 lb. to quart).

## "Tiny" Onion Sets, Prepaid

The smallest of all Onion Sets, about twice as large as garden peas. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

**YELLOW TINY SETS:** Pint 35c; qt. 60c; 2 qts. \$1.00; 4 qts. \$1.80, prepaid, any zone.

**WHITE TINY SETS:** Pint 40c; qt. 70c; 2 qts. \$1.20; 4 qts. \$2.20, prepaid, any zone.

## LONG'S Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

### PRICES FOR HAZEL SETS

(About 300 to the Quart)

<b>HAZEL</b>	2nd	3rd	4th	5th	6th	7th
<b>YELLOW</b>	Zone	Zone	Zone	Zone	Zone	Zone
1 Quart....	\$0.33	\$0.34	\$0.35	\$0.36	\$0.37	\$0.39
2 Quarts...	.61	.62	.65	.68	.70	.74
4 Quarts...	1.12	1.19	1.23	1.32	1.39	1.49
8 Quarts...	1.94	2.02	2.15	2.31	2.45	2.63
16 Quarts...	3.68	3.83	4.08	4.38	4.66	5.00

### HAZEL WHITE

1 Quart....	.39	.40	.41	.42	.43	.45
2 Quarts...	.70	.71	.74	.77	.79	.83
4 Quarts...	1.32	1.39	1.43	1.52	1.59	1.69
8 Quarts...	2.44	2.52	2.65	2.81	2.95	3.13
16 Quarts...	4.48	4.63	4.88	5.18	5.46	5.80

## Strong Talk About Mild Onions

One thing I never do is to promise anyone that a certain onion is very mild. Some kinds naturally milder than others, but any likely to be hot. Depends a lot on how grown. If growth is rapid, with plenty of water, the onions will be milder than if plants stunted, growth slower, and water insufficient. Some customers report that they find Mountain Sweet Spanish milder than other kinds. But why a mild onion anyhow? If want something real mild, eat an egg plant, or mushroom.

In growing onions for market, use discretion. Don't grow too many of the Crystal White Wax produced from onion plants. They are fine, but the onions must be marketed soon after matured. Cannot be kept for rise in price like the standard sorts grown from seed, such as Southport Globes, Silverskin, Danvers, Mt. Danvers, and Mt. Sweet Spanish.



# Popular, Profitable Peas, Priced Prepaid

**Alaska** Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt. 5c; ½ lb. 15c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

**Alderman** The Tall Telephone type, but preferred by many to that good variety. If you plant just one of the tall, immense podded kinds, make this the one. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

**Ameer** Almost as early as Alaska, but larger. Smooth seeded, Pkt. 5c; ¼ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

**Blue Bantam** Discontinued. Improved Laxtonian is better.

**Dwarf Telephone** A second early pea with short to medium vine, but pods and peas nearly as large as Laxtonian. A little later than Laxtonian. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

**Edible Pod** Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 5c; ½ lb. 18c; lb. 35c.

**Everbearing** (Bliss.) A later sort that continues bearing for some time. Stridah is ever so much better. Pkt. 5c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

**Large, Luscious Laxtonian** This big variety is as early as the small American Wonder, and only a little later than Alaska. Pods long, vines short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. **Improved strain. Extra fine.** Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 60c; 3 lbs. 80c.

**Little Marvel** Early; vine short; pods not large, but always packed tight. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

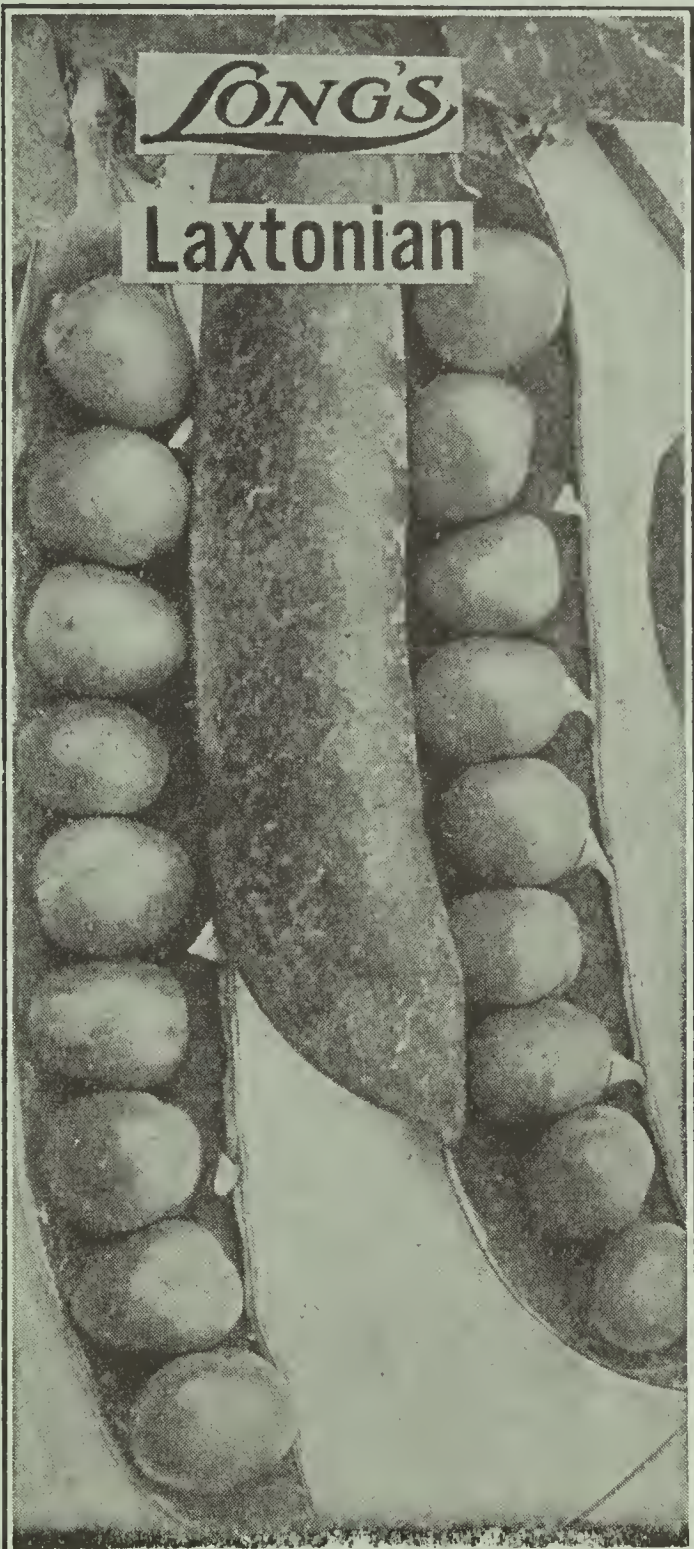
**Stridah** A wonderful new variety, second early, small to medium vines, giant pods, filled with large peas of splendid flavor. Take my word for it. Plant and see what you discover. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

**Tall Telephone** Discontinued. Plant **ALDERMAN** instead. Similar but better.

**Bear this in mind.** The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Gradus, Stridah, Alderman, etc.—in fact, all the others in my list, are sweeter and should be planted fairly early.

**Peas thrive best in the cooler** early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring. Sow rather thick, using a pound to about 75 feet of row.

**Heavy, stiff clay soils**, or, in fact, most any kind, can be loosened and improved by sprinkling a pound of lime to 10 square feet and working it into the soil a month or so before planting. Do not use lime and manure the same season.



## LONG'S Long Season Pea Collection

Plant these all same time, early spring best, and you will have a succession of luscious green peas for weeks.

½ lb. Alaska .....	\$0.15
1 lb. Laxtonian .....	.35
½ lb. Little Marvel.....	.18
½ lb. Dwarf Telephone.....	.18
½ lb. Stridah .....	.18
½ lb. Alderman .....	.18

Total value.....\$1.22

**Special Price: \$1.00 for All, Prepaid**

### All Collections Prepaid

To prolong the season still more, plant Alaska and Laxtonian first and early. In week or so plant Blue Bantam and Dwarf Telephone. Then a week or 10 days later plant Stridah and Alderman. Don't hold any until late in spring. Peas do best if planted rather early.



# Peppers, Prepaid

**Culture:** Sow  $\frac{1}{4}$  in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.



**RUBY KING.** Large sweet pepper. Pkt. 5c;  $\frac{1}{2}$  oz. 25c; oz. 40c.

**CHINESE GIANT.** Larger than Ruby King. Mild. Pkt. 10c;  $\frac{1}{2}$  oz. 25c; oz. 50c;  $\frac{1}{4}$  lb. \$1.40.

**LONG RED CAYENNE.** Pkt. 5c;  $\frac{1}{2}$  oz. 20c; oz. 40c. "Full of pep."

**RED CHILI.** Small, red, very hot. Pkt. 5c;  $\frac{1}{2}$  oz. 20c; oz. 40c.

**PIMIENTO.** Mildest of all peppers. Pkt. 10c;  $\frac{1}{2}$  oz. 25c; oz. 45c.

**NEAPOLITAN.** Early. Fruit grow upright. Pkt. 5c;  $\frac{1}{2}$  oz. 20c; oz. 40c.

**HARRIS EARLY GIANT.** Earliest of all giant peppers. Enormous fruits nearly 5 inches high and  $3\frac{1}{2}$  inches through. Valuable for home or market. Pkt. 10c;  $\frac{1}{2}$  oz. 20c; oz. 35c;  $\frac{1}{4}$  lb. 90c.

**WORLD BEATER.** A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c;  $\frac{1}{2}$  oz. 20c; oz. 35c;  $\frac{1}{4}$  lb. 90c.

**CALIFORNIA WONDER.** Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c;  $\frac{1}{2}$  oz. 25c; oz. 40c;  $\frac{1}{4}$  lb. \$1.20; lb. \$3.60.

# Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

# Pumpkins, Prepaid

For larger lots see page 63

**Small Sugar** The good old yellow pie pumpkin. Pkt. 5c; oz. 10c.

**Large Field** Pkt. 5c; oz. 10c.

**King of Mammoths** Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 10c; oz. 15c.

# Best Rutabaga, Prepaid



**A.M. PURPLE TOP.** Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c;  $\frac{1}{4}$  lb. 25c; lb. 80c; 2 lbs. \$1.50.

Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.

# Crisp Radishes for Home and Market, Prepaid

**PRICES:** All Radishes: Large Pkt. 5c; Oz. 10c.

**Early Scarlet Turnip** **WHITE TIP** (Sparkler strain). Quick growing, very attractive for bunching account rich red color, except bottom, which is white.

**Glass** Or **CINCINNATI MARKET.** Corresponds to Icicle, but color is red. The best long red.

**French Breakfast** Half long type. Red, shading to white at base. Soon gets pithy.

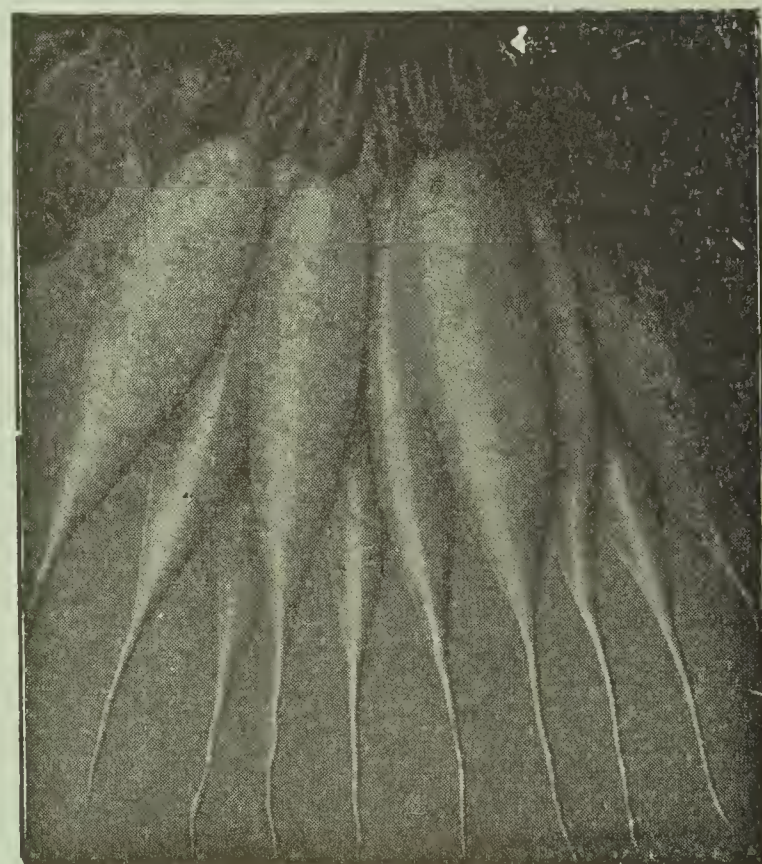
**Saxa** Exceedingly early bright scarlet round radish, with few leaves.

**White Strasburg** Similar to Icicle but larger and later.

**Crimson Giant** Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and have fresh, crisp radishes all summer and until late in fall.

**Chinese Rose** (Winter.) Pink, oval or half long.

**White Chinese** (Winter.) Very large, mild and juicy. Extra fine.

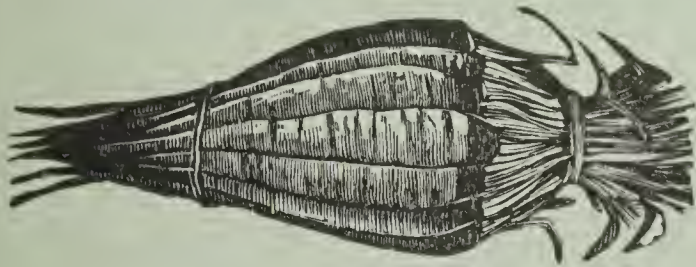


**White Icicle** The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September.

*For Larger Lots See Page 63*

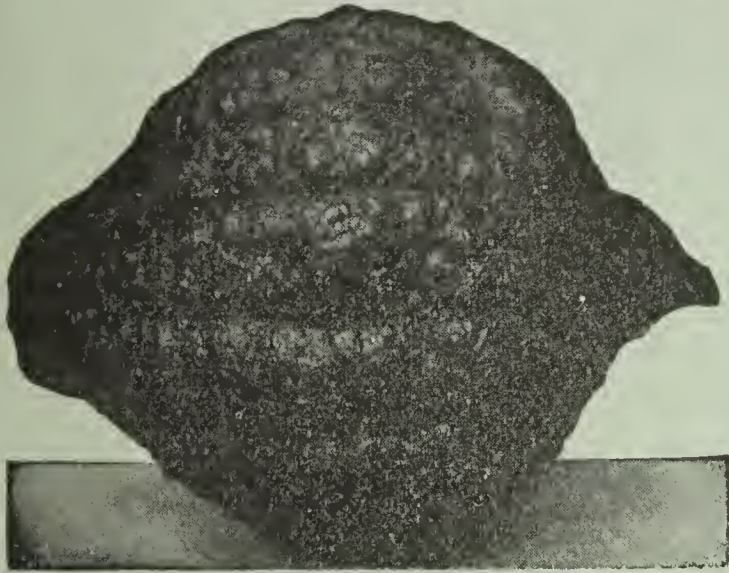


## Salsify (Vegetable Oyster)



Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Large pkt. 5c; oz. 20c;  $\frac{1}{4}$  lb. 60c, prepaid.

## Squash, Prepaid



All Squash: Large Pkt. 5c; Oz. 10c.

**TRUE HUBBARD.** The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth.

**SWEET POTATO.** Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes.

**DELICIOUS.** Varies in form and color.

**WHITE BUSH SCALLOPED.** For summer use.

**GIANT CROOKNECKED.** Best of summer squashes.

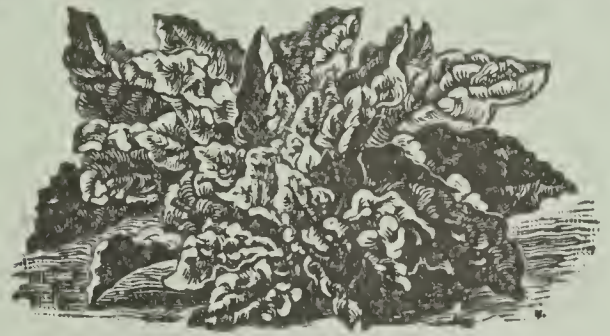
**BANANA.** As name implies, this is a long squash. When baked the thick golden meat is indeed delicious.

**NEW TABLE QUEEN.** Small but very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell, but color varies. Can be baked or boiled in 20 minutes. Served in halves, it is most attractive and delicious. Early, yet stores well.

*For Larger Lots See Page 63*

I know a good gardener who plants his melons, squash and cucumbers twice, whether they need it or not. First planting is made early. If escapes frost, he has an early start. But the second planting is in same rows, but made a week or so later. In case the first planting freezes off, the second one is there all ready to pop through, and comes on earlier than if the patch were replanted after frost. Cost of seed is a small item compared with results from early crop. If both lots escape frost, the late one is hoed out. Looks to me like a mighty good plan.

## Spinach, Prepaid



All Spinach: LARGE PKT. 5c; Oz. 10c.

**BLOOMSDALE, SAVOY LEAVED.** One of the best early varieties. Popeye's favorite.

**VIROFLAY.** Vigorous growing early kind with large, thick, dark green leaves.

**"KING OF DENMARK."** Does not run to seed as quickly as some kinds. Makes a quick growth of dark green leaves, large and attractively crumpled.

*For Larger Lots See Page 63*

## Swiss Chard, Prepaid



**SWISS CHARD**—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful and useful vegetable. Large pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 35c; lb. \$1.00, prepaid.



# Select Tomatoes for Home and Market, Prepaid

**Culture:** Sow the seed in boxes in the house or in hotbed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm to start it.** (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants. Set plants deep in garden or field, about 3 feet apart.



The New "Penn State" Tomato—Early, Immense Yields

**The New "Penn State"** Originated by Dr. Myers at the Pennsylvania State College and Experiment Station.

**Very compact growth**, due to self-pruning habit, which makes close planting possible. **Its fruit is formed in clusters**, and is evenly colored a rich scarlet, free from blemishes. Foliage covers fruit well.

**The shape is almost spherical**, the "meat" dark red, with very little core. Few seeds. Very early. Yield heavy. (Pkt. 10c) (½ oz. 40c) (oz. 75c) (2 oz. \$1.20) (¼ lb. \$3.00).

**Earliana** Is somewhat small, but earliest of all. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. 90c; lb. \$3.50.

**Earliana** (Special strain.) Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

**Bonny Best** Bright scarlet. Few days later than Earliana, but larger and smoother. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

**Chalk's Early Jewel** Deeper red than Earliana, larger and very good. Pkt. 5c; ½ oz. 25c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

**Livingston's Beauty** Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.20; lb. \$3.90.

**Ponderosa** Largest of all tomatoes, sometimes rough. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

**John Baer** Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

**Marglobe** Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Pritchard of U. S. Dept. of Agriculture. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

**Early Red Head** A "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the season. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

**John Baer** (Special strain.) Result of years' selecting to obtain earliest and best fruits of this variety. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

**Yellow Pear** Small pear-shaped tomato for preserving. Pkt. 5c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.20.

**Ground Cherry** (Husk Tomato.) Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; ½ oz. 25c; oz. 45c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.

## LONG'S Turnips, Prepaid

**Culture:** Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

**EARLY SNOWBALL.** Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

**EXTRA EARLY PURPLE TOP MILAN.** The earliest of all turnips. Medium size. Somewhat flat.

**EXTRA EARLY WHITE MILAN.** Similar to Purple Top Milan, but pure white.

All Turnip Seed: **LARGE PKT. 5c; Oz. 10c**

**WHITE EGG.** Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

**PURPLE TOP GLOBE.** Similar to White Egg in shape but with purple top.

**AMBER GLOBE.** Same shape as White Egg but color nearly yellow.

For Larger Lots See Page 63



# LONG'S Larger Lots at Lower Prices

This page for Market Gardeners and others who buy in larger lots than priced in preceding pages.

**NOTE CAREFULLY:** All seeds offered on this page are priced prepaid, **EXCEPT** Beans, Corn and Peas.

The easiest way to take care of the sending cost on Beans, Corn and Peas is to have these shipped by express, you pay express on arrival. If quantity less than 10 lbs., it may be cheaper by parcel post.

If sent by parcel post, we will send C. O. D. for the postage on Beans, Peas and Corn. So do not send money for express or postage on seeds priced not prepaid. Pay carrying charges at your end of the line.

Seeds take a special **SECOND CLASS RATE BY EXPRESS**, so that for long distances, and packages weighing around 10 lbs. or more, express is often cheaper than parcel post. (Less than 100 lbs. seldom economical shipment by freight.)

## Beans—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
BRITTLE WAX.....	\$1.20	\$ 2.00	\$ 4.00
B. STR. GREEN POD....	1.00	1.80	3.50
GOLDEN WAX.....	1.00	1.80	3.50
HENDERSON LIMA.....	1.10	2.00	4.25
KENTUCKY WONDER..	1.20	2.00	4.00

## Sweet Corn—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
ALL VARIETIES.....	\$1.10	\$ 2.00	\$ 4.50

## Peas—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
ALASKA .....	\$0.90	\$ 1.70	\$ 3.80
ALDERMAN .....	1.20	2.10	4.40
AMEER .....	1.00	1.80	4.00
DWARF TELEPHONE...	1.10	2.00	4.00
EVERBEARING .....	1.10	2.00	4.00
LAXTONIAN .....	1.10	2.00	4.00
LITTLE MARVEL.....	1.20	2.10	4.40
STRIDAH .....	1.20	2.10	4.40

## Beets—Prepaid

	¼ lb.	1 lb.	5 lbs.
CROSBY'S EGYPTIAN...	\$0.25	\$ 0.80	\$ 3.50
DETROIT DARK RED...	.30	.90	4.00
EARLY ECLIPSE.....	.25	.80	3.50
EARLY WONDER .....	.30	.90	4.00

## Cabbage—Prepaid

	¼ lb.	1 lb.	5 lbs.
BABY HEAD.....	\$0.80	\$ 2.50	....
COPENHAGEN MARKET	.60	1.80	\$ 8.00
DANISH ROUND HEAD.	.50	1.60	7.00
GOLDEN ACRE.....	.80	2.40	10.00
OTHER VARIETIES ....	.50	1.60	7.00

## Sealed Bags Cabbage Seed

Seed from our Denmark growers and put up in sealed bags for us by them.

## Copenhagen Market Denmark

highgrade.  
PRICES: ½ lb. \$1.25; lb. \$2.40; 2 lbs. \$4.60; 3 lbs. \$6.60; 4 lbs. \$8.60; 5 lbs. \$10.50, prepaid.

## Danish Round Head Short

stemmed.  
PRICES: ½ lb. \$1.00; lb. \$1.90; 2 lbs. \$3.60; 3 lbs. \$5.00; 5 lbs. \$8.00, prepaid.

## Golden Acre Exceedingly early

round head type. Seed from originator of **GOLDEN ACRE**.  
PRICES: ½ lb. \$1.70; lb. \$3.20; 2 lbs. \$6.00; 3 lbs. \$8.70; 5 lbs. \$14.00, prepaid.

## Carrots—Prepaid

	¼ lb.	1 lb.	5 lbs.
CHANTENAY .....	\$0.25	\$ 0.70	\$ 3.00
CHANTENAY (Red Cored).....	.30	.80	3.60
DANVERS .....	.30	.80	3.50
MORSE'S BUNCHING...	.30	.80	3.60
NANTES .....	.35	1.00	4.00
OXHEART .....	.30	.80	3.50

## Cucumbers—Prepaid

	¼ lb.	1 lb.	5 lbs.
IMP. LONG GREEN....	\$0.35	\$ 1.00	\$ 4.50
LONG'S "5L".....	.60	1.80	....
OTHER VARIETIES ....	.30	.90	4.00

## Lettuce—Prepaid

	¼ lb.	1 lb.	5 lbs.
MIGNONETTE .....	\$0.35	\$ 1.00	....
NEW YORK.....	.40	1.20	\$ 5.00
OTHER VARIETIES ....	.30	.90	4.00

## Muskmelon—Prepaid

	¼ lb.	1 lb.	5 lbs.
GREELEY WONDER....	\$0.30	\$ 0.90	\$ 4.00
HALE'S BEST.....	.30	1.00	4.50
HALE'S JUMBO.....	.30	1.00	4.50
MILWAUKEE MARKET.	.30	1.00	4.50
OTHER VARIETIES.....	.25	.80	3.50

## Water Melon—Prepaid

	¼ lb.	1 lb.	5 lbs.
KLONDIKE .....	\$0.35	\$ 1.00	\$ 4.50
STONE MOUNTAIN....	.30	.90	4.00
OTHER VARIETIES ....	.25	.75	3.50

## Onion—Prepaid

	¼ lb.	1 lb.	5 lbs.
MT. DANVERS, IMP....	\$0.50	\$ 1.60	\$ 6.50
SO. RED GLOBE.....	.50	1.60	7.00
SWEET SPANISH.....	.60	1.90	7.50
EARLY BARLETTA....	.60	1.90	7.50
WHITE GLOBE.....	.60	1.90	7.50
WHITE SILVERSKIN...	.55	1.90	7.25
WHITE SPANISH.....	.90	2.80	12.00
YEL. GLOBE DANVERS	.50	1.60	7.00
SO. YELLOW GLOBE....	.50	1.60	7.00

## Pumpkin—Prepaid

	¼ lb.	1 lb.	5 lbs.
FIELD .....	\$0.25	\$ 0.50	\$ 2.40
KING OF MAMMOTH...	.30	.90	4.00
SUGAR .....	.25	.60	2.50

## Radishes—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.25	\$ 0.70	\$ 3.00

## Spinach—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.15	\$ 0.35	\$ 1.50

## Squash—Prepaid

	¼ lb.	1 lb.	5 lbs.
GIANT CROOKNECKED.	\$0.25	\$ 0.80	\$ 3.50
WHITE BUSH			
SCALLOPED .....	.25	.80	3.50
OTHER VARIETIES ....	.30	.90	4.00

## Turnip—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.25	\$ 0.60	\$ 2.50



# Business Terms—

Safe delivery guaranteed.

All goods prepaid, unless otherwise noted.

Cash with order, or ¼ cash, balance C. O. D. Please do not ask for any other terms. Money orders preferred. Your check accepted, but please do not send checks for small amounts if you can conveniently remit otherwise.

Banks now charge for collecting checks. We don't require you to stand this expense yourself, but will appreciate it if you use Money Orders for amounts of \$5.00 or less. Coins or stamps for less than \$1.00 O. K. with us.

C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection. Note we require ¼ down payment on C. O. D. orders.

Goods priced prepaid will be sent by parcel post or express, our option. If you specify a

certain way and the other is cheaper, you pay the difference.

We ship promptly, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait. (Seeds are usually shipped same day order is received.)

I want you to report errors. Just drop me a line stating the trouble. That's enough. Don't need to sass me.

NON-WARRANTY—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

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New and Noteworthy

# NOVELTY ZINNIAS

**Scabiosa-Flowered** Plants about 3 feet high bear medium sized flowers remarkably resembling the popular annual Scabiosa. A grand mixture of colors, including crimson, scarlet, orange, yellow, pink and white. **Pkt. 10c.**

**Fantastic "Fantasy"** The most fascinating new type introduced for years. Fantasy is a very informal, happy-go-lucky, shaggy type—large enough to satisfy the desire for mass of color, yet small enough for graceful flower arrangement when cut. Mixed colors only. **Pkt. 10c.**

## Early Wonder "Gypsy"

Different from all other Zinnias, often producing flowers within 40 days or less from time of sowing seed outdoors. The "Gypsy" flowers are borne on long wiry stems without lateral branches, an ideal cutting type. **Pkt. 15c.**

**Mastodon Mixed** Long's "All-in-One" special mixture of the largest and best types of Zinnias in all colors known to this popular flower. **Pkt. 10c.**

**Dahlia-Flowered** the immense blossoms with forms resembling Giant Dahlias suggested the name for this type. Colors range from gorgeous, bright and dazzling to the softer pastel shades. Mixed colors. **Pkt. 10c.** (For separate colors see page 4.)

*Zinnia—Fantasy Finest Mixed*



*Zinnia—Scabiosa-Flowered*

## Giants of California

Also called **Mammoth**. Similar to the Dahlia-flowered but many still larger, though the flowers do not have as great a depth as the Dahlia-flowered. Some shades of color not found in other types. Plants very vigorous and well branched. And do they bloom and bloom! Mixed colors. **Pkt. 10c.** (For separate colors see page 5.)

**Lilliput** So much smaller and so different that they do not compete with the foregoing types. Exceedingly useful and pleasing for table bouquets. And last for days when cut. Wonderful colors, mixed. **Pkt. 10c.** (For separate colors see page 4.)

## Lilliput Pastel Shades

A mixture comprising soft shades of Apricot, Peach, Creamy Yellow, Shell Pink, delicate Salmon, Light Rose and Orchid. Flowers small, compact and symmetrical in shape, borne in great profusion. Early blooming. **Pkt. 15c.**

## SPECIAL ZINNIA COLLECTION

**1 Pkt. each** of the above  
8 kinds as

follows:

Scabiosa-Flowered  
Fantastic "Fantasy"  
Early Wonder "Gypsy"  
Mastodon Mixed  
Dahlia-Flowered  
Giants of California  
Lilliput  
Lilliput Pastel Shades

8 Packets in all, 90c  
value, postpaid for. **60c**



# Calendulas

(Scotch Marigolds)

**Campfire** Bodger's Improved Florist Strain. A vastly improved re-selected strain of the popular Campfire. Deep orange with scarlet sheen. Pkt. 20c, oz. 75c.

**Orange Shaggy** Rich orange flowers of a shaggy, informal effect. Pkt. 10c, oz. 30c.

**Apricot Queen** A new color in Calendulas. Pkt. 10c, oz. 25c.

**Chrysantha** The large, double yellow flowers are loosely arranged, giving appearance of a Chrysanthemum. Pkt. 10c, oz. 30c.

**Lemon Queen** Double lemon. Pkt. 10c, oz. 20c.

**Nankeen** Double cream. Pkt. 10c, oz. 20c.

**Orange King** Special Florist Strain. Enormous double orange flowers. Pkt. 15c, oz. 40c.



*Calendula Campfire Bodger's Improved Florist Strain*

## COLLECTION

1 Pkt. each above seven varieties of Calendulas, value 85c, postpaid for..

**50c**

# New Rust-Proof Giant Snapdragons

All are extra large, and include the cream of colors in this Giant Rust-proof Strain. They bloom first year from seed, as well as second.

**ALASKA.** New White. Pkt. 15c.

**CANARY BIRD.** Yellow. Pkt. 15c.

**LOVELINESS.** Rose pink. Pkt. 15c.

**BONFIRE.** Rich scarlet. Pkt. 15c.

**COPPER SHADES.** Many shades from copper-orange to coppery-gold. Pkt. 15c.

**PINK SHADES.** Pure shade of pink, free from bluish tinge. All base branching, long stems. Pkt. 15c.

**MAXIMUM MIXED.** Many giant rust-proof varieties mixed. Pkt. 15c.

## COLLECTION

1 Pkt. each of the above 7 Snapdragons, value \$1.05, postpaid for .....

**65c**

ANY TWO PACKETS FOR 25c.

*THE J. D. LONG*  
*SEED COMPANY*  
BOULDER, COLORADO

